

THE REPORTER OF

August / 1955

• Direct Mail

advertising



nobody...

can duplicate

but nobody

electronic selection!

SEE IT AT
BOOTH #18
DMAA CONVENTION
CHICAGO



This is it! All the mailing list compilers on God's green earth can't duplicate electronic selection! Old fashioned compilation methods are on the way out at Ponton's! IBM electronic list-compiling equipment is on its way — with more coming fast! That's progress! That's eliminating the element of human error!

Now—you can avail yourself of a totally new automatic process of mailing list selection and maintenance. Now—unexplored sources of new business can be yours. Wider coverage per list by Ponton makes this possible. And no other mailing list compiler can match this service!

Take advantage of timely progress. It was never before possible with obsolete "hand-picked" list selection. Ponton has combined the quality of its mailing lists with the natural electronic ability of IBM equipment, so that you get better and greater list coverage! Put your finger on the one source of accurate, electronically controlled mailing lists. It's Ponton, naturally!



PONTON

W. S. PONTON, Inc. 50 E. 42 St.
New York 17, N. Y. Murray Hill 7-5211
Prod. Plant—44 Honeck St., Englewood, N. J.
Phone: Englewood 4-5200



* **USERS OF IBM EQUIPMENT:** Adapt your facilities to the use of Direct Mail. We shall be glad to show you how. Call or write for particulars.



Cursing a Blue Streak won't cure the curl that messes up duplicating jobs . . . but the right paper will.

A paper that lays flat . . . and stays flat requires a little more effort to make, but it pays off in easier, trouble-free performance on any type of office duplicating machine.

Eastern makes that important effort . . . right on the paper machine. The result? A line of

Business Papers especially adapted to office duplicating.

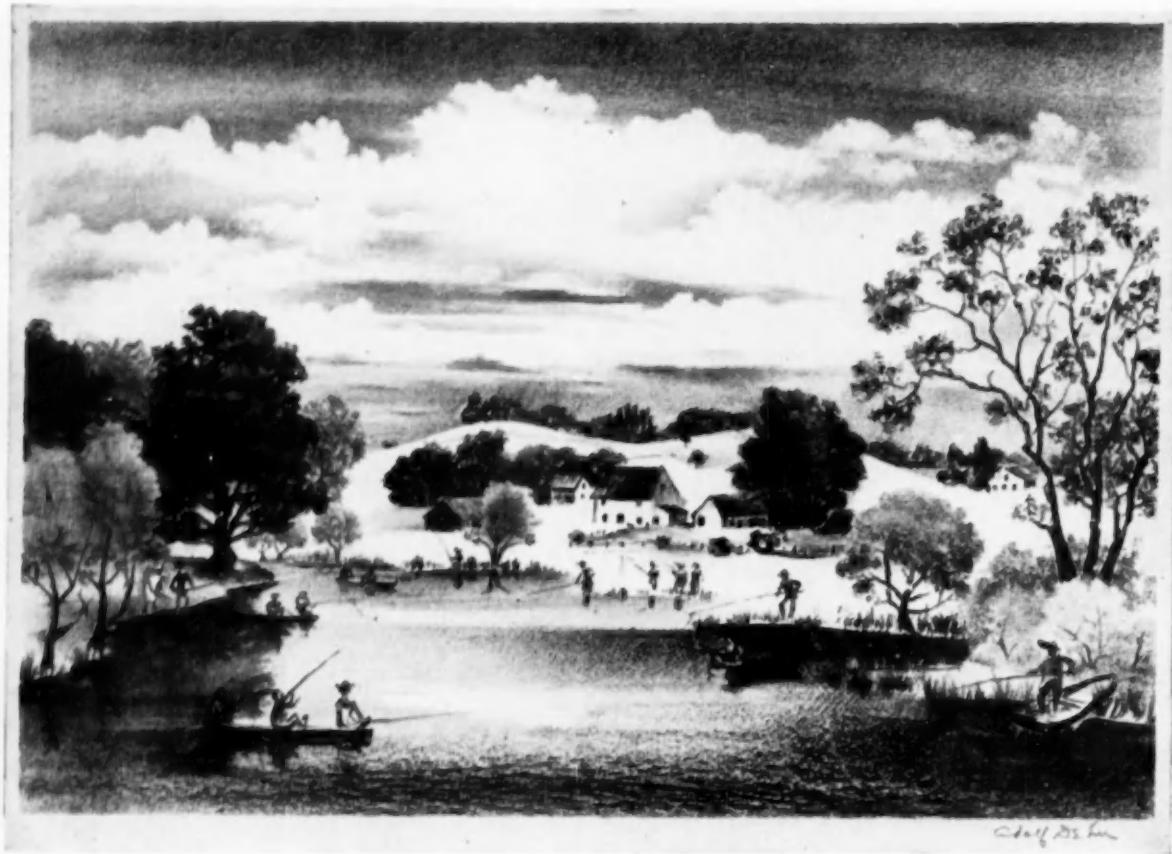
You'll find Eastern Papers will perform better . . . and look better with clearer, sharper impressions every time.

Available in cut sizes in Atlantic Mimeo Bond, Atlantic Bond and Atlantic Duplicator — all with a wide variety of attention compelling colors — and Atlantic Opaque in brilliant white. Write or phone for sample packets or sheets.

ATLANTIC BOND *Business* PAPER



MADE BY EASTERN CORPORATION • BANGOR, MAINE



SUMMER DAY, a lithograph by Adolf Dehn.

Artemis Text and Cover

With the unmistakable quality of a genuine felt finish and the luxury of a wide, feather deckle edge, the clear white and seven delightful Artemis colors can add an extra note of distinction to booklets, brochures and business announcements . . . Text and cover weights . . . deckle or plain edge . . . for finer printing by letterpress and offset.



Mohawk
Paper Mills

The reporter of

Direct Mail

ADVERTISING

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 18 Number 4

August, 1955

DEPARTMENTS

COVER STORY	5
SHORT NOTES	9
A Monthly Copy Clinic:	
REED-ABLE COPY — Conducted by Orville Reed	34
MY MAIL ORDER DAY — by Jared Abbeon	38

FEATURES

POSTMASTERS WORK FOR	
BETTER PUBLIC RELATIONS — by Ralph (Buddy) Mayo	16
Highlights From:	
CHICAGO DIRECT MAIL DAY	19
Case histories:	
"Partners in Profit" — by Robert A. Fergusson	20
How To Sell To And	
Through The Dealer — by B. G. Pomfret	24
DIRECT MAIL IN THE CONSTRUCTION	
EQUIPMENT FIELD	27
HOW GATEWAY KEEPS 'EM ROLLING WITH A	
TRADE CHARACTER AND SLOGAN CAMPAIGN —	
by Dudley Lufkin, Field Editor	28
1954 HENRY HOKE AWARD WINNER	
COMES TO LIFE NEXT MONTH	33

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The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.



COVER STORY

Salute To A Crusading Postmaster

It required a special Act of Congress to allow him to hold his present job . . . but it was also an act of providence. The postal service is better for both acts.

Ralph P. Mayo is the formal name of the recipient of our cover salute . . . but he prefers to be called by an informal "Buddy." We've seen quite a lot of him in the past year . . . ever since the Direct Mail Advertising Assn. organized, under the direction of Harry Porter, a liaison committee with the National Assn. of Postmasters of the United States. At every joint meeting, Buddy furnishes enthusiastic, inspirational sparks. He's *that way* in business and in social contacts.

His official title in NAPUS is Director of Public Relations. He was appointed in the fall of 1954 by president Raymond V. McNamara of Haverhill, Mass., after having served for three years as chairman of the Postmasters Educational Committee . . . during which time he wrote the precedent-making book, *The Art and Business of the Postmaster*, (Reporter, February 1955, page 29).

Buddy's regular job (which he manages to handle ably in spite of extensive traveling) is . . . Postmaster at University of Richmond, Virginia. And *that* takes considerable explaining. Think we have it straight. The University of Richmond Post Office is a separate entity, set up to service the inhabitants of a three-hundred-acre area completely surrounded by the city of Richmond serviced by the Richmond Post Office. Buddy was appointed Postmaster in 1939 after considerable shuffling around

Mail

it's in the bag:

increased returns

when your

envelopes are

designed

by

**TENSION
ENVELOPE
CORP.**

Visit Us at
Booth 40 at
the DMAA in
Chicago

NEW YORK 36, N. Y. • 522 Fifth Avenue
ST. LOUIS 10, MO. • 5001 Southwest Ave.
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue
KANSAS CITY 8, MO. • 19th & Campbell Sts.
FT. WORTH 12, TEXAS • 5900 East Reseda

HE CALLED 'EM "RUBE DONNELLEY'S BIRD DOGS"

You need not be a "Mighty Nimrod" to know what bird dogs do for hunters. Nor do you have to be a "Connecticut Yankee" to know why men and women who locate worthwhile prospects for others to close sales are called "bird dogs."

But so far as we know, it was the old Missouri Mail Order Sage, the Gotham Mailing List Wizard, who first saw that "paid closers" for one sales organization could be "involuntary bird dogs" for hundreds of businesses, large and small.

He called 'em "Rube Donnelley's Bird Dogs," for those who BUY listings in bold face display type in the regular (white) pages of telephone directories automatically provide logical PROSPECTS for what you have to increase sales and improve services.

A BOLD FACE LISTING in the alphabetized white page avoids duplication since it appears only once, but in the yellow pages the same firm name may be duplicated several times. Our latest "List & Listings" tells how you can capitalize on this great promotion opportunity nationally. Send for it now.

WALTER DREY, Inc.
BROKERAGE • COMPILATIONS • RESEARCH
257 Fourth Ave., New York 10, N. Y. • 330 No. Michigan Ave., Chi. 1, Ill.
Telephone: ORegon 4-7061 Telephone: Financial 6-4180

GET THE FACTS!

PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN


\$2.00
per copy

And don't forget Heron's
"around the clock"
service whether your
problem is
black and white,
bicolor or color process.

Now—"brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods. 108 pages—lavishly illustrated in black and white, and color.

HORAN ENGRAVING COMPANY, INC.

44 WEST 28th STREET, NEW YORK 1, N. Y.

Tel. MU 9-8585 • Branch Office: Market 2-4171

Please send me (prepaid) _____ copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$_____ is enclosed.

Name: _____

Street: _____

City: _____

State: _____

and the Act of Congress mentioned in our first paragraph. It's an interesting story of an accidental career.

When Buddy was going to school, he tried to get a job as a temporary clerk at the Richmond Post Office. He was turned down because he was too short in stature to handle the casing. Years later, he bought a stationery and supply business on the campus, and only when signing the lease did he learn it was a customary provision that the tenant also had to be *The Postmaster*. But the law at that time required Postmasters to live within Post Office limits. Buddy couldn't do it . . . with his family. So the law was changed, allowing him to hold the job, even though he did not live within an area serviced by the Post Office. Under Buddy's steam, the little third class office grew until in July of 1947 it became a second class operation.

This "better public relations" drive of the Postmasters is important to all users of the mail . . . so get to know Buddy Mayo better. Here are a few brief highlights:

He was born in Richmond, Virginia, on April 3, 1912. Attended John Marshall High School and the University's Evening School of Business. In his educational life, he studied advertising, business law and accounting. After school, his abilities were soon proven and he became prominent in the local printing and advertising business. He managed a retail organization with 180 employees and then struck out for himself with the stationery store which eventually landed him into the Postmastership. The store and restaurant (seating 90 people) are still successful operations.

Busy men fall into a general pattern. They seem to find so much time for others. In addition to the Postmasters Association work of love, Buddy is mixed up in all sorts of things. He's been district commissioner of the Boy Scouts; is a vice commander in the American Legion; on the board of the Officers Club of Virginia; belongs to the Press Club of Virginia and the Kiwanis Club. He is on the Board of Stewards of the Methodist Church and Sunday School. He has served on many civic committees. He is a Scottish Rite Mason and holds the honorary degree of Chevalier of the Order of DeMolay and is a past officer of the Legion of Honor in the Shrine . . . as well as a life member in the Ladder of Smiles for the Crippled Children's Hospital.

During World War II, Buddy served with the Fleet Post Offices in New York, San Francisco, Pearl Harbor and the Marshall-Gilbert Islands. He also served as president of the Virginia Chapter of the Postmasters Association in 1950, and was editor of the *Virginia Postmaster* from 1947 to 1949.

When he isn't traveling, making speeches, attending meetings, reading postal bulletins, writing reports and preparing helps for other postmasters . . . Buddy lives with his wife, Dorothy, and three children (Bettie 16, Tommy 12, Jimmy 6) at 7003 Lakewood Drive, in beautiful Westham, a suburb of Richmond. For relaxation, he plays a little golf but prefers poker. According to Harry Porter, his abilities in the latter are not to be taken lightly . . . but he claims that all winnings are donated to the Salvation Army.

For more about Buddy's philosophy, read on page 16 the highlights of his fine talk at the Envelope Manufacturers Assn. convention in Belleair, Florida. And you can meet him personally at the DMAA convention in Chicago, September 12, 13 and 14, for he will be representing NAPUS there and will be on the program for a report on progress of DMAA-NAPUS liaison committee.

He deserves all sorts of salutes . . . for the job he has done and for what he has been and is.—H. H.

Watch Your Mail For . . .

CHICAGO PROGRAM

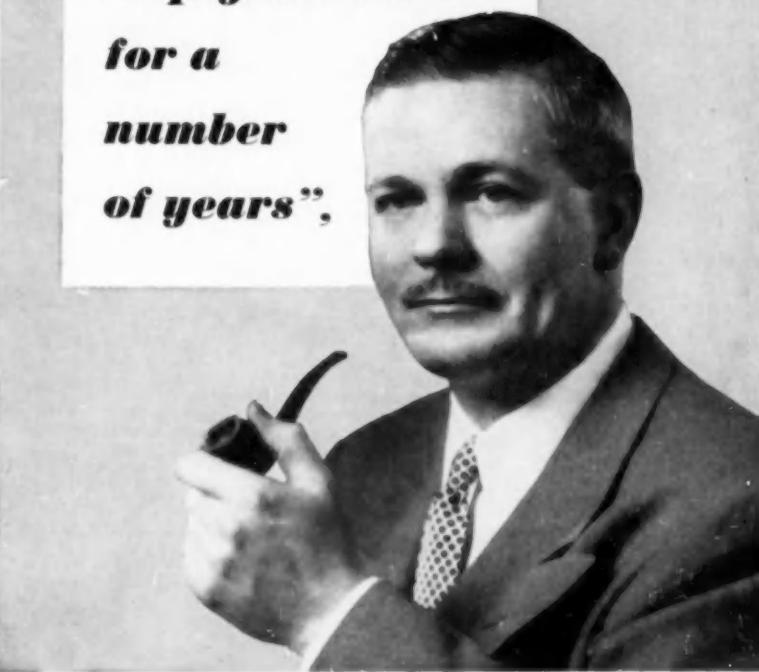
All members of the Direct Mail Advertising Assn. plus all subscribers of *The Reporter* are receiving the attendance promotion campaign from Chicago. The preliminary pieces have been good. Especially that "Proclamation" from Father Dearborn.

The program has now been completed and you may have a complete copy before this issue reaches you. If not, you will see the entire program in the pre-convention September issue of *The Reporter* which will reach you shortly after September 1.

This is a final reminder that if you have not made your hotel reservation . . . you better get busy. Write direct to the Morrison Hotel.

The convention officially opens Monday morning, September 12, but many people are planning to arrive on Sunday to take part in sightseeing or pre-convention activities. *The Reporter* headquarters will be open at noon Sunday. See you from then on.

**"I've been using
Reply-O-Letters
for a
number
of years",**



says

BARNEY G. CAMERON,
Circulation Director
THE NEW YORK HERALD TRIBUNE

"Building newspaper circulation by mail is, of course, just one phase of a circulation manager's work. It isn't an easy job and the Reply-O people contributed largely to our success in that direction. They know circulation well enough to help our Promotion Department to create strong selling letters to get new subscribers, and they complete the job with a renewal program that really works.

"We use a lot of Reply-O-Letters consistently here at the Herald Tribune."



write for
FREE BOOKLET

We invite tests of 5,000 or 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

**the
reply-o-letter**



THE REPLY-O PRODUCTS CO.
7 Central Park West
New York 23, N. Y.

Sales Offices: Boston • Chicago
Cleveland • Detroit • Toronto

Can Direct Mail make profitable use of MOTIVATION RESEARCH?



The Advertising field as a whole has become pretty well worked up over "M.R." . . . **Motivation Research**. Advertisers and their agencies are now investing about 12 million dollars a year in this widely talked-about technique for trying to find out why people buy. Or don't buy.

The men who are spending these dollars include some very smart operators. Are they getting their money's worth?

Among the hundreds of products and services that already have been Motivation Researched . . . (and note that every one of these examples is also a going business in the Mail Order field) . . . you will find books, clothing, cosmetics, electrical appliances, foods, greeting cards, hardware, insurance, magazines, newspapers, office equipment, phonograph records, seeds, shoes, and many more.

Of course . . . we men and women in the Mailing business have **always** been firm believers in tests to find out what will make more people buy more merchandise!



Time and again our testing brings to light a hitherto hidden or soft-pedaled appeal that promises to get more business than the "obvious" selling points were producing. And when this happens we re-pitch our pitch accordingly.

So instead of pre-judging M.R., perhaps we should see if we can make profitable use of it.

Here at Names Unlimited we have no axe to grind one way or the other. But as Mailing List Brokers we feel that M.R. may possibly supply the same kind of "audited information" for the preparation of mailings that our own AUDITED LISTS supply for the circulation of mailings.

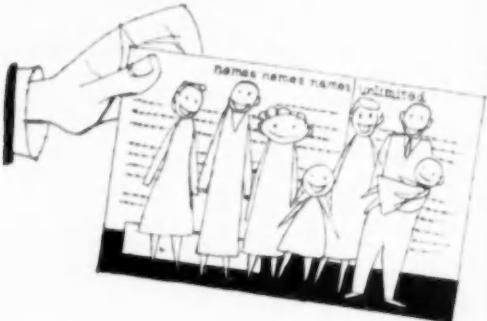
Motivation Research tries to dig beneath the surface to find out how people **really** feel . . . what **actually** makes them spend their money.

Instead of using ordinary questionnaires which frequently don't reveal people's true springs of action, M.R. conducts "depth interviews" that are carefully planned to go deeper under their psychological skins.

Then it comes up with slants that it believes can make your advertising more appealing to your typical prospects . . . better keyed to get cash action out of them.

Names Unlimited's AUDITED LISTS do a similarly more thorough job.

We supply you with the names of people, whole categories of them, who should be your best prospects. But instead of asking you to "buck-shot" these people just for sheer mass of numbers, our AUDITING Service digs up every available fact about who and what they are . . . how they live . . . what and how they buy . . . how much they spend . . . and what kinds of mailings have been successful with them up to now.



In other words . . . Motivation Research's aim is to give you **proved effective appeals**. Names Unlimited's aim is to give you **proved responsive people**. And if we each do our job successfully, you make money.

This whole subject may have such important implications for all of us in the Mailing field that we think it is worth further discussion. You'll probably hear more from us about it.

In the meantime, if you have any experience or opinions on the subject, we'd very much like to hear from you.

Arthur Martin Karl

President

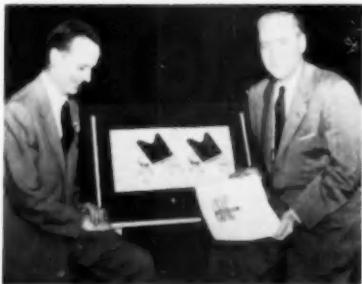
NAMES UNLIMITED, INC.

352 Fourth Avenue, N. Y. 10, N. Y. MURRAY HILL 6-2454
Charter Member National Council of Mailing List Brokers

OUR 27th YEAR IN THE LIST FIELD

Short Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.



□ **CARLTON MELLICK** (right), vice president of Miehle Printing Press & Mfg. Co., Chicago, holds the Chicago Federated Advertising Club Award for the best single direct mail piece covering both industrial and consumer campaigns. Miehle won the recent award with a six-page, gatefold folder illustrating Miehle offset and letterpress equipment (in center of photo). The award-winning piece was produced under supervision of Bentley & Co., Miehle's agency in Chicago. It was printed both letterpress and offset by Runkle-Thompson-Kovats, Inc., also of Chicago. That's Ross Runkle on the left, admiring the CFAC award.



□ **THE ADVERTISING COUNCIL'S 13th Annual Report** is an inspiring presentation of public service advertising accomplishments. It outlines the objectives and results of free advertising sponsored in the public interest by business firms, advertising agencies and media. The Council conducted advertising programs for 17 major projects last year which benefited our human and spiritual resources, national defense, national economy and overseas relations. Advertising and business executives who devoted their time and energy to making the projects successful should get a pat on the back for their devotion to public service. The direct mail fraternity, particularly, should give a round of applause to house magazine editors who sup-

ported Advertising Council projects . . . both editorially, and by publishing a total of 2880 Council-created ads last year.



□ **BRIEF IT UP!**, the informative article by Fred L. Shaw published in last month's **Reporter**, has really made a hit around the country. Fred's plea for better selling copy was also published in the 1955 Roster Number of **The Adcrafter**, h.m. of the Adcraft Club of Detroit. Fred, who's president of Richardson-Shaw, Inc., 15555 W. McNichols Rd., Detroit 35, Mich., says they've filled requests for more than 3,000 reprints . . . and will send any **Reporter** readers a copy if they write to him.



□ **THE FIRST MILLER M.A.N. OFFSET PRESS** to be installed in the U. S. was erected last month at Rapid Service Press, Boston, Mass. Although a number of the German presses have been sold here since Miller Printing Machinery Co. acquired the M.A.N. agency for North America in February, this is the first model actually on the press line and operating in this country. Shown below checking one of the first sheets from the 30" x 42", two-color press are (left to right) A. E. Searle and Dan Ewing of Miller Printing Machinery Co., and Stuart and Don Hager, owners of Rapid Service Press.



MAIL WITH CONFIDENCE!



IN CHICAGO AND THE MIDWESTERN AREA

Yes, at **LeMarge** you can mail with confidence that your schedules will be met . . . that your job will be expedited and handled just the way you want it.

Folding . . . inserting (hand or machine) . . . sorting . . . addressing . . . premiums . . . all your work will be done with the most modern equipment available and under intelligent supervision.

For you, this adds up to SPEED . . . ECONOMY . . . QUALITY. Phone today or, better still, come down and inspect our facilities . . . for it seems that almost every time this happens, we add still another customer.



Write or phone
for details!

the LEMARGE company

417 S. Jefferson Street
Chicago 7, Illinois
Phone: HArrison 7-1030

There's only
One
**DICKIE-
RAYMOND**

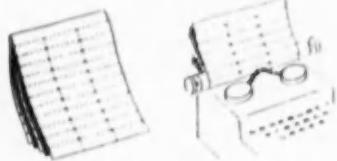
DIRECT ADVERTISING
and
SALES PROMOTION
for 34 Years
*Planning
Writing
Production*



470 ATLANTIC AVENUE
BOSTON
225 PARK AVENUE
NEW YORK
109 CHURCH STREET
NEW HAVEN

*speed and
savings*
with **ADDRESSING**
in **MULTIPLEX**

carbon interleaved mail address labels



on multiple shipments or where duplicate addressing is required MULTIPLEX saves time, effort in addressing.

Interested in increasing addressing efficiency and cutting costs? Send for MULTIPLEX folder and samples. No obligation.

VISIT BOOTH #51
AT DMAA CONVENTION
for demonstration of MULTIPLEX LABELS

allen hollander co., inc.
Dept. R-8, 385 GERARD AVE., NEW YORK 51
MOTT HAVEN 5-1818

Short Notes
CONTINUED

□ **NEARLY 10 BILLION HOURS** of delivery time was saved during the first year of the Post Office Department's experiment of sending first class mail via air on a space-available basis. Hundreds of millions of letters reached their destination an average of 11½ hours sooner than if they had traveled by surface routes. These figures are reported in a booklet titled **Uncle Sam's Best Buy**, published by the Air Transport Assn. of America, 1107 16th St., N. W., Washington 6, D. C. Purpose of the booklet is to point out how scheduled airlines serve commerce, defense, etc. The section on Postal Service says scheduled airlines carried 1,397,547,000 letters in 1954.



□ **THE LINEN SUPPLY ASSN. OF AMERICA**, 22 W. Monroe St., Chicago 3, Ill., is doing an outstanding job with booklets, folders and other direct mail to promote the many facets of linen rental service. An aggressive program to help 1,070 members sell their services (amid rising competition) reaches dentists, doctors, restaurants, hotels, motels, factories and other users of linen supplies. A thorough **Progress Report** (published in May) showed the advertising and sales promotion committees rate direct mail high in the overall program. An almost unlimited barrage of promotion material is made available to members to help them sell on the local level.



□ **HOW TO BECOME AN UTTER FAILURE** is the title of a little humorous booklet produced by The Jefferson Co., Inc. (art for industry), 424 Madison Ave., New York 17, N. Y. Its introduction explains that "Numerous books have been published which point out ways to become a success. But there has long been a need for a book on how to become a failure. We hope this little volume will do a modest bit in helping to meet this serious need." Cartoon comparisons of two characters called Glamorous Gus and Gloomy Gideon leave you with the moral: "The more responsibility you give out, the more you'll be able to take on. And the more you take on, the more successful you'll be."



□ **"THINGS MOVE INSIDE!"** . . . said the corner card on a miniature envelope from WRCA Radio (National Broadcasting Co.), New York. It contained a small 4" x 5 3/4" reproduction of a letter to WRCA sales manager George Stevens from Pepsi Cola Co. . . . praising WRCA's Chain Lightning radio spot plan. The miniature format is a swell idea for using testimonial letters.



□ **LET'S START FROM SCRATCH** is a new booklet all about book matches, published by the Maryland Match Co., 1100 S. Eutaw St., Baltimore 30, Md. It tells about match book advertising and distribution plans . . . giving information on design, colors, sizes, etc. The booklet is a good primer for anyone looking for methods to integrate match books into an advertising campaign. You can get it by writing to Maryland Match at the above address.



□ **CREATIVE MAILING SERVICE, INC.**, 460 N. Main St., Freeport, N. Y., has a new monthly newsletter called **Creative Life** (winning title in a cash contest among employees who suggested a total of 254 names). The offset four-page gives Creative employees news,

Reporter of DIRECT MAIL Advertising's List G1223

6,033 active subscribers. Subscription rate \$6.00 per year.
5,675 are in the United States) available
358 are in Canada and foreign countries) separately
All addresses include names of individuals (mostly executives)
in the following types of companies:

27.0%	Manufacturers	5.9%	Wholesalers
14.1%	Printers & Lettershops	4.8%	Retailers
10.3%	Schools, Clubs, etc.	3.2%	Insurance Companies
9.8%	Advertising agencies	2.9%	Financial (Banks, etc.)
7.0%	Mail-Order Companies	1.9%	Business Services
7.0%	Publishers	6.1%	Miscellaneous

About 33½% are members of the DMAA.
Mailings to compiled and selected customer lists are the
principal source of names of new subscribers.
RATE: \$20.00 PER M STENCIL ADDRESSED
Also available: 7,000 1943-54 Expires addressed @ \$15.00 per M
7,000 Prospects addressed @ \$15.00 per M
Ship empty envelopes (which will be returned for mailing)
to: The Reporter of DIRECT MAIL Advertising
224 Seventh Street
Garden City, New York

EACH MAILING TO THESE NAMES TO BE APPROVED BY THE LIST OWNER

Guild Co.

SPECIAL AGENTS • 160 EAGLE STREET • ENGLEWOOD, N. J.
ENGLEWOOD 4-5151 • IN NEW YORK DIAL BRYANT 9-0461

CHARTER MEMBER NATIONAL COUNCIL OF MAILING LIST BROKERS



Certified

12 July 1955

On Elliott
Stencils

90% Men
(Can't Select)

Arranged by
States (No Charge
for Selection)

Subscriber
Addresses
Corrected 12
Times a Year

Reporter of DIRECT
MAIL Advertising

When a **Guild List** data card is marked **Certified**

... YOU KNOW

1. That every detail has been carefully checked at the source.
2. That the accuracy of the description is backed by a statement which a member of the list owner's company has signed.

YOU CAN DEPEND ON GUILD'S CERTIFIED LIST INFORMATION!

LETTERS WE LIKE DEPT.: When
Forbes' Business Service, lettershop at
36 Cannon St., Poughkeepsie, N. Y.,
added "Inc." to the firm name . . .

Elliott

ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge, 39, Mass.

When you sell by mail here's a tip from the experts to profit by . . .

Many of the country's most successful mailers (large and small) ask us for our list recommendations before making up their test schedules. They know from experience that we can help them obtain the most responsive lists for their direct mail offers.

This same service is yours FREE for the asking. Simply return the coupon below and we will send you complete details about the lists which we believe will bring you the best results.

PHONE
Oregon 7-4747

CHARTER MEMBER
National Council of
Mailing List Brokers

WILLA MADDERN, INC.

215 Fourth Avenue, New York 3, N. Y.

Please send us complete details about more responsive lists for our direct mail or mail order use.

Name _____
Company _____
Offer _____
Address _____
City _____ Zone _____ State _____

Short Notes

CONTINUED

social notes, sports items and other information about the mailing service's activities. A main feature of each issue is a series called "Me and My Job", by-lined by a different employee each month.



□ **CARL G. VIENOT, INC.**, (advertising and sales promotion) has moved into new offices on the third floor of 470 Stuart St., Boston. The organization is in its 25th year of service to New England business. President Carl Vienot is well-known as past president of Associated Mail Advertising Agencies, past national director of Mail Advertising Service Assn. and a former instructor in mail selling at Boston University. His many New England friends wish him well in his new headquarters.



□ **NORMAN STROUSE**, as you probably read in the papers, has become the new president of J. Walter Thompson Company, succeeding Stanley Resor, who became chairman of the board. Those who attended the DMAA convention in Detroit will remember Norman Strouse for the fine presentation he made of the Ford direct mail program. It was about the first time in history that a top agency man had gone to bat for direct mail. So with Strouse at the helm, JWT can be expected to make further contributions to direct mail techniques.



□ **"WHODUNIT?"** . . . asked the title of an interesting little booklet mailed to graphic arts and advertising executives last month by Air Express, 219 E. 42nd St., New York 17, N. Y. It was a capsule commentary on notable achievements in graphic arts . . . explaining who discovered paper, who made the first halftone plate, who invented the first offset press, etc. The booklet also placed Orville and Wilbur Wright in the graphic arts achievements line-up . . . to point up the fact that graphic arts people depend upon the airplane (Air Express) for fast, economical shipping of electros, mats, proofs, artwork, etc. **Whodunit?** wound up by listing eight advantages of shipping by

Air Express. Very convincing . . . and informative.



□ **STORM WARNING:** D. W. Onan & Sons, Inc. (electric generating equipment), Minneapolis 14, Minn., has an eye peeled on the weather . . . and sales. They recently sent a letter to all of their major East Coast distributors, asking them to please "anticipate the usual aftermath of hurricanes by ordering, in advance, a stock of emergency generating equipment over



and above usual quotas." To dramatize the fact that hurricanes Brenda, Connie, Diane, Edith, Flora, et al, might soon be on the way, Onan also sent distributors a small plastic weather forecaster. An illustrated reproduction of the forecaster was also attached to the letter. We doubt if the Boy Scouts could say "Be Prepared" much better.



□ **SPEAKING OF BOY SCOUTS** gives us a perfect opportunity to jump to an item about Girl Scouts. **The American Girl** magazine, published by Girl Scouts of the U.S.A. (155 E. 44th St., New York 17, N. Y.) recently mailed an advertising promotion folder we think is tops. Nothing fancy, but it really strikes home. Cover had a simple drawing of a young girl ("no longer a child—not yet a woman, a 'tween'") with headline underneath: "What'll She Think of Next?" A narrow strip of paper pulled through a die-cut slit contained the girl's varied thoughts: "I'm hungry . . . Need new dress for the party . . . Why doesn't Tommy call? . . . Wonder what's in the refrigerator? . . . Time for another permanent, etc." Copy inside does a good job of profiling the American Girl personality . . . pointing out that the magazine of the same name is her confidant.

LETTERS WE LIKE DEPT.: When Forbes' Business Service, lettershop at 36 Cannon St., Poughkeepsie, N. Y., added "Inc." to the firm name . . . president Janet F. Jaycox wrote customers and friends a two page letter about it. Letterhead pictured a baby in diapers, with a real safety pin holding the two sheets of the letter together at the appropriate spot. Headline read: "It Was Time For A Change!" We liked the letter's honesty, humility and straightforward approach to telling the story of Forbes' growth. If you want to read how one lettershop got started with borrowed equipment and "more nerve than cash", write to Janet and ask her to send you a copy.



HERE'S A BRAND NEW electric office collating machine capable of collating 8000 sheets per hour. Called "Collamatic", the machine has feed bins to hold over a ream of paper, or enough for 45 minutes of collating without refilling. Sheets are fed by positive feed roller. The Model "800" Console pictured here collates up to 24 pages at one time, and has a stapling-stacking bin for rapid handling of collated sets. For complete information write to Burt M. Smith, vice president in charge of sales, Collamatic Corp., Wayne, N. J.



J. W. CLEMENT CO., Buffalo, N. Y. printers, reprinted six of their space advertisements in an interesting booklet titled **Background For Advertising** . . . with added illustrations and text telling the full story behind them. The booklet gives the overall picture of technical advances being made at Clement. Most of the six space ads are in full color. Reprinting them to-

shapes and areas

SUPERIOR art is composed of interesting shapes and areas. We follow this principal in the designing of our envelopes; smart **shapes and areas** are part of all our sketches. Our Art Department will be happy to prepare a sketch for you, one that we are sure will enhance your next mailing.

Cupples
envelope co., inc.
360 Furman Street • Brooklyn 1, New York
TRiangle 5-6285

Offices in Boston, Washington & Philadelphia

new envelopes with FEEL APPEAL



The COLUMBIA GATORTONE

A new envelope with an exciting "gator-skin feel" embossed in a full range of tints. New Embossa-Tone process, originated by Columbia, makes texture and color work together in an effective way never achieved before! Your direct mail prospects sit up and take notice.



The COLUMBIA RIBTONE

Also a product of the new Embossa-Tone process . . . designed for dignity that wins attention. Choice of full color range, highlighted on embossed rib design.



The COLUMBIA IMPULSE Color Envelopes

Vibrantly different colors are the attention-winning results of extensive sales motivation study. You'll feel their power over the "impulse buyer" in everyone. A sure tonic for a tough mailing list.

Complete creative and printing service and quick delivery on envelopes of all sizes, colors, textures, and styles.

SEND COUPON
for samples
for free new
envelope guide



101-55

COLUMBIA ENVELOPE CO.
2019 N. Hawthorne St. Melrose Park, Ill.

Please send me

- free sample GatorTone, RibTone, and Impulse Color envelopes.
- the new Columbia Envelope Buyers Guide

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Short Notes CONTINUED

gether with added discussion of technical details makes a fine promotion package. Write to Clement at 8 Lord St., Buffalo, N. Y. and ask them to send you a copy.



GEO. H. DAVIS CO., engraved stationery producers at 316 Chicago Ave., Minneapolis 15, Minn., is another firm to develop a line of engraved greetings for public relations use. Their new catalog of samples contains cards for all occasions—Congratulations, Birthday greetings, Gift giving, Announcements, etc. They'll send a catalog to anyone who's interested.



PERSON TO PERSON DEPT.: The Short Note on page 13 of the May '55 Reporter (about handling publicity releases) brought another side-light worth considering. Reader Irving Seiden, vice president of Mercury Service Systems, Inc., 461 4th Ave., New York 16, N. Y., dropped us a line saying that local news releases receive the best handling when sent by special messenger rather than by mail. Mercury, one of the country's largest delivery services, has proved that news material of importance sent to local papers and magazines gets much greater respect from editors when it arrives via messenger. Of course the cost is greater, too . . . but sometimes worth it. Incidentally, Mercury has just published a revised edition of their **Mercury Avenue Guide to Manhattan**, giving street number locations for the entire city. Mr. Seiden will send you a copy if you write to him.



WHICH TWIN HAS THE AUTOPEN?

Quite a few lettershops around the country are now selling Autopen services (mechanical signature signing) along with automatically typed letters. To sell the new service for The Connally Organization, Inc., 1010 Arch St., Philadelphia 7, Pa., T. A. Connally sends out a small folder and an automatically typed letter . . . signed twice with the same name. The letter says: "This automatically typed letter was handsigned twice — once in the customary way with pen in my hand, and once with the same pen operated

by mechanical arm (Autopen machine). Can you tell the difference?" If you have large quantities of letters you want signed personally by pen and ink, ask your lettershop about Autopen . . . or write to Bob De Shazo of International Autopen Co. at 1026 20th St., N.W., Washington 6, D. C.



AN 8" x 8" HALFTONE of a silhouetted IBM executive typewriter produced a realistic effect for a recent



mailing from American Mail Advertising, 610 Newbury St., Boston 15, Mass. Inserted in a die-cut slot at the top of the typewriter's roller was a 4 1/2" x 7 1/2" reproduction of a letter beginning: "From the typewriters at American Mail Advertising . . . come the most effective and eye-appealing sales letters produced in New England." Rest of the letter told about AMA's many letter processes in a convincing way. The photo and small letter format gives a realistic presentation of quality letter services.



PITTSBURGH QUOTE, a new publication created by Herbrick & Held Printing Co., 117 Wolfendale St., Pittsburgh 33, Pa., does a masterful job of capturing the industrial might and cultural progress of the Steel City. It's a beautifully designed 8" x 12" book, illustrated with historical photos and artwork, offset in four colors. It will be distributed quarterly to customers and other friends of the printing company. The idea for the magazine was originated by Albert C. Held, late president of Herbrick & Held, who loved Pittsburgh and its people all his life. He thought the words and deeds of the city's leaders should be recorded in a special publication of this type.

We think Albert C. Held would really be proud of the first issue of **Pittsburgh Quote** . . . its truly the magazine of Pittsburgh, its people and institutions.



MENU MAILINGS . . . make simple but effective promotion for The London Chop House, 155 W. Congress St., Detroit, Mich. The restaurant simply pastes a label (designed to match the color and motif) to their menu and wine list . . . mailing it third class. Hundreds of items on the big 11" x 16" bill-of-fare are enough to tempt any gourmet.



A COMPLETE FILE of direct mail services has been compiled by Curtin & Pease, Inc., 1814-16 Jefferson Ave., Toledo 2, Ohio. Designed to answer scores of inquiries about direct mail the agency has received, the file answers hundreds of questions about creative direct mail, production facilities, addressing, automatic typing, multigraphing, offset printing, automatic mailing production, and successful letters. Sample letters in the automatic



typing section are personally filled in with the name of the inquirer receiving the file (beautifully done). Each section in the spiral bound file gives a rate schedule of C&P production charges. James J. Curtin says: "This is our attempt to put direct mail on a rate basis similar to other advertising medias." He's certainly on the right track with his smooth presentation.



A NEW "FOURWAY" MAILING LABEL has been introduced by the Allen Hollander Co., Inc., 385 Gerard Ave., New York 51, N. Y. The four sides have perforated pre-printed de-

signations for Parcel Post, Air Mail, Special Delivery and First Class. Designations not applying to the mailing are easily removed before attaching the label. Size of the new label is 4 1/2" x 6", printed in red and blue on white gummed paper . . . and imprinted with company name and address. Write to Hollander for samples.



POP-UP BUSINESS CARDS are a new item developed by Novo Card Publishers, 1166 N. Milwaukee Ave., Chicago 22, Ill. Called "Action" cards, their format is a small folder, printed in color with stock designs and headlines suitable for a wide range of businesses. When opened, the folder-type card produces a die-cut pop-up (hand, cocktail glass, welcome mat, menu, etc.) to tie in with selling headline. They can be imprinted with your name and address both on front and inside. Write to president William Harris for a sample kit and prices.



BOOKS AND BANKS: Here is a selling wrinkle we haven't heard about until now. The Long Island Trust Company is using direct mail to stimulate new savings accounts. As a premium, the bank is offering a choice of either of two top-selling books . . . free to those who open a new savings account for \$10 or more.



GOOD GRIEF! A manufacturer in a small Michigan town received an inquiry about a paper baler. You should have seen the answer! Attached to a very brief letter, quoting price and terms, was a 3 1/2" x 6" printed slip containing an illustration which must have been originally printed back in the 1890's. At first we thought it was a joke . . . but it is evidently serious business.



NEW LETTER BOOKLET: On the way out to the University of Illinois this reporter stopped off in Evansville to see Ralph Curtis and Alan Brentano at Keller-Crescent Company. Was very much impressed with a new 32-page, 4 1/2" x 8" booklet which is being syndicated and offered for distribution to secretaries. Title is intriguing—**How to be a Good "Girl Friday" on a Blue, Blue Monday!** Subhead emphasizes it

(Continued on page 42)

If
Your
SALES
need a
BOOST!

Try adding a boost to your Direct Mail. Put a Square Puzzle or a "T" Puzzle in your outgoing mail. Fascinating and only costs a nickel or a dime.

GLAD TO SEND YOU SAMPLES,
NO CHARGE OR OBLIGATION.

Franklin C. Wertheim

DIRECT MAIL CONSULTANT

179-15 Jamaica Avenue
JAMAICA 32, N. Y.

The Man With The 'Modest Fees'

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

ANOTHER MOSELEY EXCLUSIVE: 50 M CHARGE CARD HOLDERS LUXURY RESTAURANT CHAIN M-8160

Large business and professional men SPENDERS in New York, Philadelphia, Washington, 1 1/2¢. Empties under written guarantee. Owner must okay. Write for descriptive card to Dept. R-29.

Moseley

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

LETTERS WITH THAT FOLKSY TOUCH

Homey, human, down-to-earth letters talk the readers' language, and SELLI One series 29 yrs. old. Write for circular on I. H.

"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

step in creating a Public Relations Program. We have undertaken an extensive program and it is one which

proper handling and processing of mail today is a big and important business. Many hours and large

effective after insurance or registry has been indicated is the statement, "You wish the return receipt, of

POSTMASTERS WORK FOR BETTER PUBLIC RELATIONS

Here's What Your Postmasters Are Doing To Provide Better PR—And Service

by **Ralph P. (Buddy) Mayo**

*Director of Public Relations
National Association of Postmasters*

Ours is the World's largest business—a collecting, sorting, transporting and delivery business handling more than 175 million pieces of mail every day. The 23 billion stamps sold each year would encompass the world 14 times.

In addition to handling more mail than all other countries combined, the postal service renders its citizens the most widespread and varied service of any other governmental agency. Postmasters are the resident representatives of your government in over 39,000 communities. The rural carrier touches every rural home daily if his services are needed.

When our government wants an individual nation-wide dissemination of information or material such as applications, forms, registrations, blanks for FREE, apparently the Postmaster General's number is the only one in the directory. For instance:

- The Armed Forces ask that relatives of deceased servicemen be located.
- The Housing Administration asks that former tenants be found.
- The Treasury pressures the sale of Savings Stamps and Documentary Stamps.
- The Department of the Interior depends upon the post offices to sell bird hunting stamps.
- The Veterans Administration asks that we deliver flags for veterans' funerals.
- The Civil Service requests that we supply blanks and information on every vocation from lens grinders to linguists.
- Charitable organizations ask that money be received and transmitted for "Heart," "Polio" and "Cancer."
- We count doves for the Agriculture Department.
- We answer inquiries from Selective Service.
- We give applicants blanks for alien registrations and their changes of address for the State Department.

• Even the Federal Bureau of Investigation enlists our aid and the 1040's we give away for Uncle Sam.

• What would happen to the revenues, if every Post Office didn't have income tax blanks available on January first to April fifteenth?

• Widows and children are certified in January and July for continued pension benefits.

• The Post Office Department operates the biggest savings bank in the world. Money orders are sold and cashed in the most remote places. The big mail order houses look impressive, and they are, but the little people in the little places, using the money order and parcel post services, make them possible and big.

• The Post Office Department is the government agency which deals most closely with every American citizen.

Every day the Postmaster General and his management team are attempting new methods, which will bring all Americans a better and more efficient mail service. That was Washington's wish — to bring the American people into closer touch by means of a well-run postal service.

The receipts of the Post Office Department are the biggest in history, and we believe the methods in handling the mail are the best in history. The mail is getting in and going out faster than ever before.

The Department is putting more emphasis these days on using all kinds of transportation to carry the mails the fastest way possible. There are many accomplishments that have taken place during the past two years which many of us know and appreciate as good steps. One of these steps is the decentralization of post office management so that every time the postmaster turns around he doesn't have to ask Washington. Those of you who have experienced business with the post office in the past few months, have seen how this common sense step alone gives us more time in dealing with your problems and helping to improve the mail service in your area.

The National Association of Postmasters has taken a most progressive



Reporter's Note: Buddy Mayo was invited to be the featured speaker at the Annual Convention of the Envelope Manufacturers Association of America at the Bellevue-Biltmore Hotel in Belleair, Clearwater, Florida on April 21, 1955. Buddy is Director of Public Relations of the National Association of Postmasters and Postmaster at University of Richmond, Virginia. He made a hit, as usual. We are giving you just some of the highlights. Read this report carefully and if you feel like helping in developing this constructive program . . . visit with your local Postmaster.

Harry Porter (left) Chairman of DMAA Liaison Committee and Buddy Mayo fraternizing under Florida sun at Envelope Manufacturers Association Convention.

step in creating a Public Relations Program. We have undertaken an extensive program and it is one which we feel will pay good dividends.

The program is active and we plan to "follow through" in achieving results.

Postmasters are the Post Office Department public relations men in their own area, and we should make certain the story of the Post Office Department's problems, policies and programs is told to the people in our communities so they can better use the postal service their post office provides.

During the sixteen years I have been postmaster, never before have I seen such efforts being made by postmasters throughout the land in carrying forward the program of better postal service. Here are a few examples:

Postmaster Ed Baker of Detroit found that 63 per cent of the outgoing mail was hitting his office between 6 and 9 P.M. He knew that much of that mail could have been in at noon and well on its way. Enlisting the help of several business and civic agencies, Postmaster Baker has reduced the 6 to 9 workload to 51 per cent and it is still decreasing.

In many cities postmasters are holding information clinics for large mailers, to show the advantages of early mailing, proper preparation of mail and special services available to them. Initiative on the part of postmasters is good business which will benefit you, as well as the postal service.

Great ideas are often born of small incidents. Using an obsolete Postal Guide, a large manufacturer purchased and mailed a million oversized calendars, necessitating additional postage of thousands of dollars.

Postmaster John D. Costello of Racine, Wisconsin, noticed this large mailing and could see by a little change in size, many thousands of dollars could be saved by the mailer. If the calendar was one-half inch shorter, a tremendous saving would have been possible.

Immediately, Postmaster Costello and his assistants planned a Postal Classification and Rate Clinic for the large mailers in that city. This clinic brought directly to mailing department personnel in industry, exact and detailed information of the postal service so that it might be used economically and efficiently. The local industries gained knowledge from the postal employees trained in their specialized fields and, in turn, saved thousands of dollars as well as receiving maximum service.

A similar case occurred in another post office when the additional weight of the printer's ink on a catalogue of a half-million mailing placed the catalogues in zone rates rather than third class rates. Another saving could have taken place, if a postal clinic had been held.

Postmaster Bill Woodard of North Chicago, Illinois also has been a great leader for many years, and he has inspired others in selling the services to the patrons of their offices.

Proper handling and processing of mail today is a big and important business. Many hours and large amounts of money can be saved by the mailing departments thoroughly informed on postal matters.

We believe a program using postal employees trained in their specialized industry, can help eliminate undesirable circumstances and improve mail service for our nation's industries. It is very fortunate that the local vocational and adult schools are assisting us in administering the course. The results we have seen have exceeded all expectations.

Our objective is to inform mailing department supervisors in industry of the current postal regulations and facilities. We have incorporated into the course the basic principles of obtaining maximum service and the best advantageous method of mailing at the most economical postage rates. Also, we teach the proper procedure in packing, wrapping and preparation for mailing various classes of mail.

We should take full advantage of the desire on the part of our patrons to cooperate with the postal service, by inaugurating a program to eliminate or to materially reduce the great amount of incorrectly addressed mail.

Such success is a venture which requires salesmanship, and it will save the Post Office Department man-hours spent in unnecessary and unproductive handling of mail in expediting its delivery.

You envelope manufacturers have an excellent opportunity of encouraging your buyers, to include the printing of "Form 3547 Requested," on their next envelope purchase. This plan will keep their mailing list clean and, in turn, your customers will receive a greater return on their mailings. If their returns are high, their interest will grow stronger in direct mail and there will be more envelopes purchased.

A Selling Program For Profitable Services

We believe if our window clerks use the positive approach in asking "How much insurance please" to each parcel post patron, it is far better than asking "Do you want insurance?"

Another sentence which has proven

effective after insurance or registry has been indicated is the statement, "You wish the return receipt, of course," as the clerk holds his pencil in position to add the fee to the total stamp charges. After one office started using this question, one return receipt was sold for every 2½ registry accepted for mailing.

Another question we are instructing our clerks to use is "Do you want your letter or parcel delivered tomorrow morning?" If this should startle the patron, we suggest air mail, special delivery, special handling, depending upon the nature of the mail and the distance it will travel. In one office during a period of a week, the window clerk increased his special delivery sales from one a day to fifteen a day.

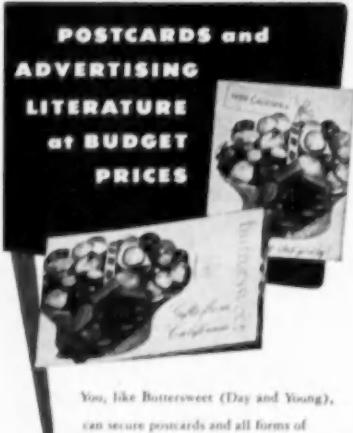
Many postmasters increase the sale of stamp books by having clerks at the window call attention to the cleanliness and convenience of having stamps between waxed leaves which caused no sticking. This will increase the dollar sale in the office and reduce the number of window transactions. A clerk in a first class office increased the sale of stamp books from 180 per month to more than 1200.

A fourth class office in a resort town increased its revenue from \$50.00 per year to better than \$1,000.00 by calling attention to the "no change" package of stamps—25-3c and 25-1c stamps selling them to tourists. To his local customers, his expression was, "Do you wish stamps or postal cards in change?"

A second class office in a community which had no industry but did have a large number of retail stores, sold the use of 55 precancelled permits which helped local stores increase their business considerably.

A patron in one post office became a more frequent mailer after the clerk at the window proved to him a savings of \$100.00 through the use of bulk rate postage rather than the miscellaneous rate for third class. Show a customer how he can save money, improve his service and get better results from postal expenditures, and he will develop into one of the post office's best customers!

The use of business reply envelope suggesting that one be included with each letter from which action is desirable, is a good selling point. The credit and collection manager of a large industry began sending a reply envelope with each collection letter



H.S. CROCKER CO., INC.

SAN FRANCISCO, 720 Mission - LOS ANGELES,
2030 E. 7th - CHICAGO, 350 N. Clark - NEW
YORK, 23 E. 28th - BALTIMORE, 1400 S. Clinton

Drive your Selling Story



with power-packed
direct mail advertising

by *Ahrend*

Call JUDSON 6-2547

or clip this ad to
your letterhead

Ahrend Associates

254 WEST 54th STREET
NEW YORK 19, N. Y.

FOR RESULTS—CALL AHREND

mailed. He found it reduced his outstanding receivables appreciably, and in turn, resulted in a faster turnover of corporation funds. Maybe churches could use this idea with their weekly pledge envelopes.

A large mailer was informed that by getting his parcels into the post office earlier in the day, it was possible for the post office to consolidate them with others received, and thereby his parcels would be received at the office of address earlier through the use of direct sacks, thus eliminating terminal redistribution.

A patron was wiring weekly price changes. The postmaster in this town suggested that by air mail, he could tell his story without abbreviating anything. This increased the post office stamp sales and reduced the cost of price changes.

A mailer of another office was given the suggestion by a postmaster that he use special delivery on his C.O.D. Christmas shipments. This mailer began receiving money order returns on the 4th day after mailing, the post office revenue was increased, and the mailer's refused shipments were practically eliminated.

Our educational committee has studied the use of third class mailings. We know of a case, after studying the company's product and the class of people it was designed to interest, where the suggestion was made that the company try one mailing by first class. After doing this, the organization had received a 17% return as compared to a 2% return when using 3rd class.

A patron was preparing a catalogue for mailing and at the suggestion of the postmaster, he mailed his catalogues in large envelopes, special handling with a first class letter attached. In doing this, the entire mail received first class dispatch, and that type of service was important to the mailer.

One suburban postmaster noted that his incoming third class mail was from the metropolitan center. He advised his local retailers that since much advertising was coming from the big city for local delivery, there was a question in his mind as to whether his patrons were utilizing the postal service to the best advantage. The local retailers began using the precancelled permits and their sales soared.

* * *

During the past two years, I have enjoyed working with a liaison com-

mittee of DMAA and NAPUS on our mutual problems, and I am happy to be here with one of the great leaders in this field, Liaison Chairman Harry A. Porter of the Harris-Seybold Company. It has been a great inspiration and a real education to work with Harry in fostering ideas which will help the mailers of the nation, both large and small.

Why should you be interested in seeing the postal service develop? It's very simple. Bill Woodard has suggested nine ways in which you can help advertisers, whether they be industrial or retail:

- (1) Point out how the blind spots of other advertising media can be covered through the use of the mails.
- (2) Use the mails to support and follow up other advertising media.
- (3) Use the mails to bring definite and specific messages to prospects.
- (4) Let the mails prepare the way for salesmen's visits.
- (5) Use the mails to keep contacts between salesmen's visits.
- (6) Use the mails to contact prospects in any desired frequency, with greater elasticity than any other media.
- (7) Mail may be restricted to logical prospects by means of selected mailing lists.
- (8) Use the mails for testing different selling appeals.
- (9) Use the mails to cover the "thin" markets, and by "thin" are meant those territories where there is no concentration of population. ●

Reporter's Note: There is one important development in Post Office-Customer Relations which should get the attention of the National Association of Postmasters. Back in 1953 the then New York Postmaster, Harold Riegelman, started a Postal Council of 45 members drawn from all possible divisions of mail users. This Postal Council is still being conducted under Acting Postmaster Robert H. Schaffer . . . with Ed Mayer (James Gray, Inc.) as chairman. It meets once a month to discuss problems of mail service improvement.

Individual members of the Council are called more frequently when any important problem concerns their particular division. The whole idea has worked out even better than expected. Postmasters, especially in the 124 largest cities, should be interested in adopting the plan. They could get considerable local help from members of the Direct Mail Advertising Assn. or readers of *The Reporter*.

CHICAGO'S DIRECT MAIL DAY HITS A NEW HIGH

Brief report includes two case histories . . .

Rust-Oleum's Partners in Profit . . . U. S. Gypsum's Research Village

Chicago Direct Mail Day . . .
Palmer House . . . May 27th . . .
was a *wow!*

Couldn't have been better. Smooth, well-run, adequate facilities, top-notch speakers, a big enthusiastic attendance.

If the day was a sample of what Chicago committees plan for DMAA's Annual Conference at The Morrison . . . September 12, 13, 14 . . . you are in for one of the best 3 days of convention you've ever had.

Those responsible (see below for complete committee) should win an Oscar . . . particularly Bill Geidt of Inland Steel Company who charmed the deal, and Allan Drey of Walter Drey, Inc., Chicago, who put a very excellent program together.

One of the biggest crimes at these affairs is late starts . . . where program reads 9 A.M. . . . where the speaker shows but the audience yawns in about 10:15. So I think Early-Bird Coffee Klatches are going to become more popular. And popular it was at 8 A.M. on May 27th. But most important, Bill Geidt was able to start



WILLIAM E. GEIDT,
General Chairman



ALLAN DREY,
Program Chairman

the meeting on time with more than a handful to say "Good morning" to.

Another feature attendees liked was what Alan Drey's Committee called "Dividends". They were two-minute spot-talks between the main features. There were two of them at the end of each major talk and the

beginning of the next. Content of spot-talks was Short Note style . . . an idea, short and to the point. Well received. You could tell by the number of note-takers.

The three morning speeches were excellent: Robert A. Fergusson, president of Rust-Oleum Corporation; B. G. Pomfret, director of advertising and publications, U. S. Gypsum Company; and Bob Stone, National Research Bureau, Inc.

Robert Fergusson, the young Rust-Oleum president, spoke from rough notes . . . so we'll give you his talk in outline form and try and picture the campaign he talked about . . . an amazing story of "Partners In Profit".

We won't report here on luncheon speaker George Cullinan, Alden's Chicago. Planning to give his realistic views special treatment in our upcoming September issue. It's enough to say now . . . that he brought the house down . . . received a standing ovation.

SECOND ANNUAL DIRECT MAIL DAY IN CHICAGO COMMITTEES:

general chairman:

William E. Geidt, Inland Steel Company

program:

Alan Drey, Chairman, Walter Drey, Inc. • Bernard M. Kewin, Automatic Transportation Co. Division of Yale & Towne Mfg. • Robert Roderick, Popular Mechanics Magazine • William J. McKenna, Old Equity Life Insurance Co. • George F. McKiernan, Sr., George F. McKiernan & Co.

attendance promotion:

Giles McCollum, Chairman, The Reuben H. Donnelley Corp. • George G. Gaw, Direct Mail Research Institute • James Saracco, The National Research Bureau, Inc. • Robert F. Beine, Abbott Laboratories.

finance:

William Flory, Chairman, Harris Trust and Savings Bank • E. M. Pittenger, Direct Mail Advertising Co. • Roy Rylander, The

Rylander Co.

publicity:

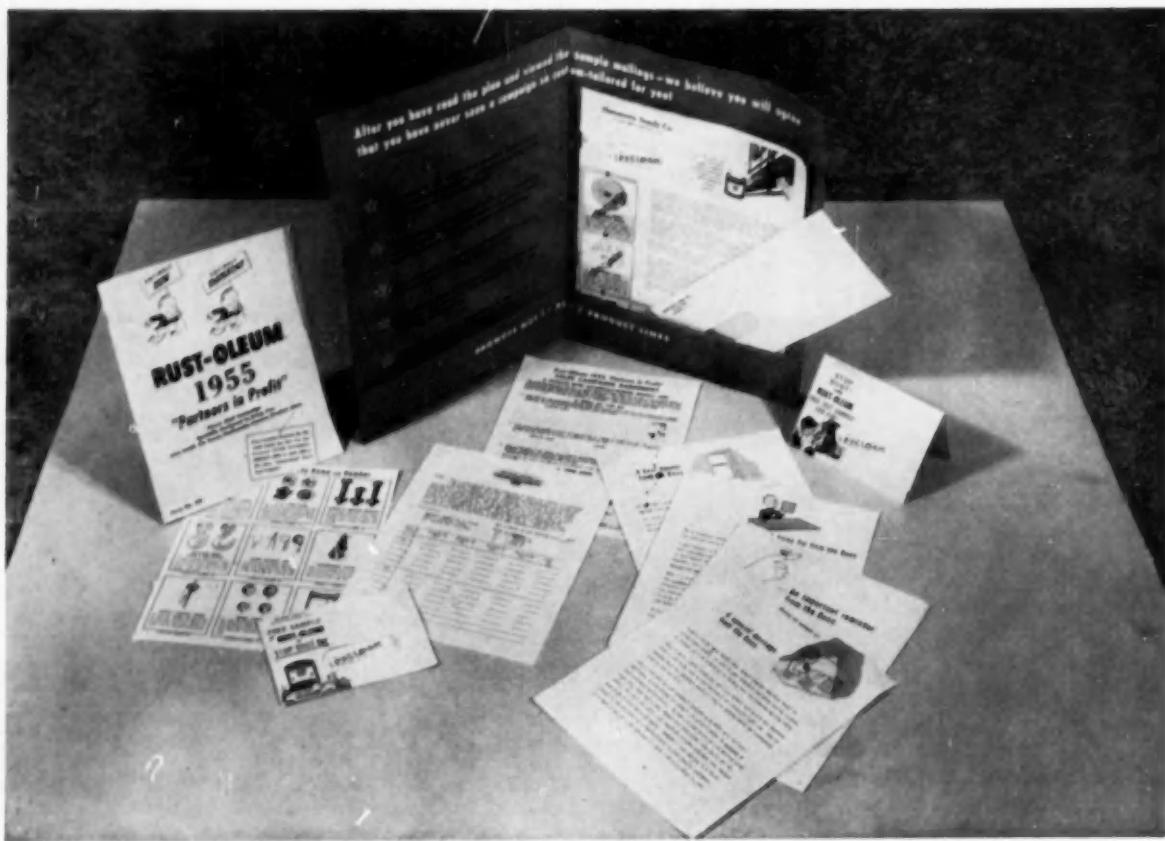
Gwynne DeCoverly, Chairman, Stewart-Warner Corp. • Joseph Klinge, Jr., Jewel Tea Company, Inc. • Rhys M. Jones, Abbott Laboratories • Whitt N. Schultz, Illinois Bell Telephone Co.

arrangements and speakers' service:

Robert C. Kraft, Chairman, Caldwell Letter Service • Arthur S. McGinn, Magill-Weinsheimer Co. • Howard Sepke, Signode Steel Strapping Co. • Richard M. Prendergast, Inland Steel Co.

co-sponsorship:

O. E. Palmquist, Chairman, Buckley-Dement Advertising Corp. • James R. Williams, Signode Steel Strapping Co. • Chester Carlson, American Colotype Co. • Dan J. Collins, The Chicago Federated Advertising Club.



"PARTNERS IN PROFIT"

An outline of Rust-Oleum's Successful manufacturer-distributor campaign, originally described at Chicago Direct Mail Day . . .

by Robert A. Fergusson,
President, Rust-Oleum Corp., Evanston, Ill.

The product: Rust-Oleum is the only product line manufactured by Rust-Oleum Corporation. It is the registered trade name of a special preservative paint . . . used to stop and prevent rust. Manufactured in a wide range of colors and grades, it has countless industrial, automotive, home and other applications. Rust-Oleum's primary industrial use is for paint maintenance and as a base coat for metal products. If you've ever had your car repainted, chances are it was used as a re-touching undercoat. Chances are, too, it was used in building your home.

How it is sold: Rust-Oleum is sold nationally through three types of

distributors: *general supply, automotive supply and specializing firms*. Most of these independent distributors have been in business many years, are well-known, and have excellent reputations as recognized sources of quality products and supplies made by many manufacturers. Each manufacturer dealing with these distributors can depend upon only a reasonable share of the distributors' sales staff time. Developing further interest in the product is up to the manufacturer.

Rust-Oleum has an over-all sales policy which promotes the distributor as the local, logical source of sup-

ply. Direct factory contact is de-emphasized.

CAMPAIGN OBJECTIVES:

1. **To promote** the trade name Rust-Oleum as a famous brand. To point out the wide variety of Rust-Oleum rust preventive products available and their many uses.
2. **To promote** the distributor's firm. To build up the services and benefits of the local distributor. To point out the advantages of doing business with the local distributor because he saves time, freight, taxes, paperwork and other costs.

3. To sell the largest possible volume of Rust-Oleum directly from the campaign.

4. To promote and sell goods or services of other non-competitive manufacturers handled by Rust-Oleum distributors . . . To help distributors sell other products they handle.

This unique fourth objective became the most outstanding element of the campaign . . . the backbone of the entire program.

CAMPAIGN PLANNING:

Theme: With the other three objectives as underlining points to be stressed, the actual theme was developed from the fourth objective. It joined together Rust-Oleum, the distributors, and other manufacturers. They became "Partners In Profit" . . . the campaign's chosen theme and title.

Frequency and continuity: The program was developed as a year-to-year campaign, with obvious value and economies in long-range continuity.

The plan: Leading manufacturers were asked to cooperate as "Partners In Profit" by providing Rust-Oleum with a line drawing and short copy on one of their products. Rust-Oleum's plan was to feature these other products in their own distributor campaign . . . giving a promotional sales boost to other lines handled by Rust-Oleum distributors.

In the initial campaign, more than 100 enthusiastic manufacturers participated. Rust-Oleum took their line drawings and copy and worked them into $2\frac{1}{2}$ " x 3" miniature billboards, which were then published in a comprehensive booklet of facts, describing the program to distributors.

This booklet of miniature product billboards became an important part of a complete, 12" x 16" "Partners In Profit" portfolio . . . beautifully illustrating and sampling the whole distributor campaign.

CAMPAIGN ELEMENTS

Format and frequency of mailings: The "Partners In Profit" portfolio sent to distributors showed them that the campaign consisted of four distributor-imprinted pieces. First mailing was a Jumbo Reply-O letter, size $10\frac{1}{2}$ " x $13\frac{1}{2}$ ". Second mailing was

a Reply-O type self-mailer, opening to a 9" x 12" broadside. The third, another Jumbo letter; and the fourth, another self-mailer. The four mailings were planned to reach distributors' customers and prospects about three weeks apart.

Offer to distributors: Here was the pay-off! From the fact booklet of other manufacturers' products, distributors could select any six product billboards they wanted . . . which, along with Rust-Oleum's appeal, would be featured prominently in the four mailings. This meant the "Partners In Profit" campaign gave distributors cooperative mailings that helped them promote not one—but seven of their product lines!

If a distributor couldn't find six other products in the booklet which he handled, he had his choice of: 1) Choosing any of the other special Rust-Oleum subjects shown in the booklet; or 2) Designating other products he handled to be featured in his mailings. To do this, he simply sent Rust-Oleum a line drawing and copy of the product not in the booklet, and Rust-Oleum made up a special product billboard for his mailings at nominal cost.

Reply cards: Addressed to distributors, reply cards with all mailings listed all the products shown in the mailing. Seven check boxes for prices and more information helped distributors get leads for not one—but seven products.

Additional pulling power: To help develop even more inquiries for distributors, the mailings also included a free offer for a sample can of Rust-Oleum.

Sales support mailings: In addition to regular mailings to customers and prospects, distributors also got sales support with a bonus series of four mailings to their own salesmen. Before each regular mailing went out to customers and prospects, an advance sample of it was sent to salesmen on the distributor's sales force. An illustrated pop-up letter was included, telling these salesmen how to use the direct mail to their best sales advantage.

Result log: Also included with the campaign was a special log, given to distributors for checking and recording results of each mailing. Reply

A Chicago DM Day Feature

cards for each mailing were keyed. When distributors received them, they recorded the key number on the log. Thirty days after the last mailing, Rust-Oleum asked distributors to mail the log to Rust-Oleum's home office so over-all results could be analyzed.

Handling: Another advantage for distributors was that Rust-Oleum did all the work. They handled all printing, imprinting, addressing, mailing and postage. And too, distributors could specify any starting date for the campaign they wanted.

Distributor requirements: A "Sales Campaign Agreement" in the portfolio pointed out that there were only three main requirements to qualify a distributor as a "Partner In Profit." One was that he had to be a factory-authorized distributor of all products displayed in his mailings. Another was that he had to participate in all four mailings. The third requirement concerned . . .

Lists: To be eligible for the campaign, the distributor had to have at least 250 names on his mailing list. Where more than one individual was addressed in a single company, each name counted as one mailing. Distributors turned over one copy of their list to Rust-Oleum who, as stated above, did all addressing.

CAMPAIGN COST:

Split costs: The cost of the campaign was split "fifty-fifty" between distributors and Rust-Oleum. This meant



Robert A. Ferguson

Hometown Supply Co.

345 MAIN STREET, HOMETOWN, U.S.A.

Mr. John
R. for **SPECIMEN**
Hometown, U. S. A.



GOULD & KNIGHT
LEATHER BELTING

Quality controlled from green hide to finished product. All sizes, weighs—three famous brands—Research, Heart Oak, Spartan. Fill out enclosed card.

B



DUFL-NORTON JACKS

Do the heavy lifting, pushing, and pulling better, faster, easier, and at lower cost with famous Duff-Norton Jacks. World's oldest and largest manufacturer of lifting jacks. Fill out card.

C

SKIL SAW



SKIL PORTABLE TOOLS

Promote every on famous Skil Saws, Sanders, Grinders, and Drills—the quality name in tools. Fill out enclosed card.

Are you already one of the thousands of Rust-Oleum users who are acquainted with all the advantages and benefits of Rust-Oleum on rusted metal? We have written to you, and our many other friends, about Rust-Oleum recently—and if you haven't told us about your rust problems, and sent for your samples, we hope you'll give us this opportunity to show what Rust-Oleum will do. Famous though it is because of its reputation to STOP RUST, other excellent Rust-Oleum products are often overlooked:-

Have you tested Surfa-Etch—the special, safe, cleaning and etching solution that, in one application, effectively cleans and removes oil, grease, and most stains from concrete floors? Around garages, machine shops, metal working plants, packing plants or other mills where floors become dangerous and threaten safety, it does a perfect job of cleaning; it's safe to use, fume-free. Space doesn't allow us to tell the full story. If you'd like complete details, ask for the facts about Surfa-Etch.

Have you tested Surfa-Seal—the white, pigmented primer-sealer for damp walls and ceilings? Free of lead, it is non-Toxic, and excellent especially in dairies, laundries, breweries, or any place moisture and dampness are a problem. If you'd like a sample and complete details, ask about Surfa-Seal!

Don't pass up this opportunity to get the complete details about Rust-Oleum for rusted metal and about these other wonderful Rust-Oleum products. Also displayed here are a few of our many other famous, nationally-known products which we stock for prompt delivery on your needs. Our sales staff is carefully trained and has the sincere desire to help you with your problems and needs, with skilled, efficient, interested service at all times. We're continually anxious to show you why it pays you to make us your headquarters for your supply needs.

Just check off the proper data on the enclosed postage-paid reply card, and drop it in the mail today. It's already addressed to us and the postage is paid.

553



YARWAY PRODUCTS
We feature famous Yarway Impulse Steam Traps and Fine-Screen Strainers. Let us show you why they're among the best. Fill out enclosed card.

We want you
to have this
FREE SAMPLE
of **RUST-OLEUM!**
Actually see how
RUST-OLEUM
STOPS
RUST!



LUGER-REINHOLD VALVES

Make your headquarters for famous Luger-Reinhold Valves and Fittings. Specialized attention; prompt delivery. Fill out enclosed card.

BINKS SPRAY GUNS

Binks famous Model 18 Heavy-Duty Spray Gun—available with wide variety of nozzles. Other models for sand, deadeners, undercoatings, and similar tar-like substances. Fill out enclosed card.

that distributors' cost for the four mailings (including four letter and sample mailings to salesmen) ran according to the size of their list, at this rate:

250 to 499 names: 17¢ per name.
500 to 999 names: 16¢ per name.
1,000 names or more: 15¢ per name.

Additional costs: Distributors also paid 3¢ postage on all reply card inquiries they received, as well as their regular cost of Rust-Oleum samples which were 10¢ per can. If distributors wanted manufacturers' products not contained in the fact booklet displayed in their mailings, they paid a \$9.00 production charge for product engraving and typesetting for the special billboard.

SCOPE OF CAMPAIGN:

Distributors participating: Out of a possible total of 373 distributors, 239 (64%) signed up for the "Partners In Profit" campaign as a result of the portfolio presentation. Of the remaining 134, only 25 distributors gave Rust-Oleum an absolute "No." When the first results of the campaign started coming in, more signed up . . . bringing the present total of participating distributors to 247.

Manufacturers participating: With more than 100 cooperating in the initial campaign, there are now 273 manufacturer "Partners In Profit".

Number of pieces mailed: To fulfill list requirements of the 239 distributors who joined the campaign from the start, Rust-Oleum handled a total of 107,481 names. Now, with a present total of 123,951 names, total mailings have reached almost a million pieces.

CAMPAIGN RESULTS:

For distributors: Because they kept a running count of inquiries and sales

Like other mailings in the series, the Jumbo Reply-O letter (reduced at the left from original 10½" x 13½" size) featured six product billboards of the distributors' choice. With imprinted letterhead and reply card, it sold not one—but seven products in the distributor's line.

The "Fact Booklet" outlining the campaign contained 14 pages of product billboards like the one at the right. Distributors had their choice of featuring any six products from more than 100 cooperating manufacturers represented in the booklet. Original size of product billboards used in distributor mailing pieces was 2½" x 3".

conversion in their campaign logs, distributors were able to provide the most tangible results. Their logs showed that the mailings pulled substantial inquiries in all parts of the country. Some typical log entry totals were:

Fort Dodge, Iowa: 72 inquiries from 250 names, 28.8% return.
Fargo, North Dakota: 43 inquiries from 216 names, 19.9% return.
Milwaukee, Wisconsin: 194 inquiries from 1607 names, 12.07% return.
Pittsburgh, Pennsylvania: 175 inquiries from 1212 names, 14.4% return.

More important was the fact that the average inquiry-to-sale conversion rate was estimated at 50%!

For cooperating manufacturers: The "Partners In Profit" campaign stimulated sales for countless products. While no concrete records were kept in distributors' campaign logs, a bevy of testimonial letters to Rust-

A Chicago DM Day Feature

Oleum from cooperating manufacturers substantiated this. On all counts, manufacturers were delighted with the results.

For Rust-Oleum: With a very noticeable upswing in Rust-Oleum sales (indicated by the sample return figures above), increased attention focused on the brand name, and increased attention focused on the distributor, Rust-Oleum's objectives were not only accomplished in full . . . but there were many intangible added results as well. "Partners In Profit" hit its target smack in the middle of a sales-packed triangle:

1. It sold and developed the product line

Specify by Company Name and Number



JOHNSTON VERTICAL PUMPS

Ideally suited for primary water supply from wells, lakes, rivers—for domestic supply—for handling water, volatile fluids, and other liquids. Drop enclosed card in the mail today.

PRODUCT NUMBER 64



K & E STEEL TAPES

We feature the famous WYTFACE® line of steel tapes and tape rules by Kueffel & Esser Co. makers of instruments of precision since 1867. Drop enclosed card in the mail today.

PRODUCT NUMBER 65



LAMSON & SESSIONS COMPANY

Let us supply your needs with Lamson & Sessions Quality Cap Screws, Semi Finished Nuts, Machine Bolts, and Carriage Bolts. Prompt delivery. Fill out card.

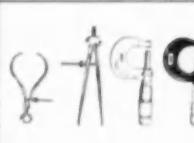
PRODUCT NUMBER 66



LAUGHLIN CLEVIS
GRAB & SLIP HOOKS

Change or replace hooks on the job—no lost time. Only Laughlin makes both Clevis Grab and Clevis Slip Hooks. 1,500 types, sizes of forged fittings. Mail card.

PRODUCT NUMBER 67



LUFKIN PRECISION TOOLS

You can be sure every time with Lufkin accuracy in Precision Tools, Measuring Tapes, and Rules for every use. Ask us for Lufkin. Fill out enclosed card.

PRODUCT NUMBER 68



LUNKENHEIMER VALVES

Make us your headquarters for famous Lunkenermer Valves and Fittings. Specialized attention, prompt delivery. Use enclosed card to get full details.

PRODUCT NUMBER 69



BUDGIT ELECTRIC HOISTS

See how the Budgit Electric Hoists by Manning, Maxwell & Moore can save you time and money. Fill out enclosed card for complete information.

PRODUCT NUMBER 70



MARSH GAUGES

We stock the Marsh line of pressure and compound gauges in all ranges and types. Let us give you the Marsh story. Mail the convenient reply card today.

PRODUCT NUMBER 71



MCQUAY-NORRIS
MFG. COMPANY

Let us supply your needs in Piston Rings, Piston Valves, Bearings, Pump Parts, Bolts, and Bushings made by McQuay-Norris. Fill out enclosed card.

PRODUCT NUMBER 72

and brand name Rust-Oleum.
 2. It sold and developed the benefits and advantages of doing business with the distributor . . . who sells Rust-Oleum.
 3. It sold other products to develop unlimited goodwill among hundreds of important manufacturers . . . who, themselves, are prime prospects for Rust-Oleum.

CONCLUSION:

In his closing remarks at Chicago Direct Mail Day, here's what Mr.

Furgusson had to say about the campaign, and about Rust-Oleum's general attitude toward direct mail:

"Our business has grown constantly since our use of direct mail years ago. It is now a very important and vital part of our advertising.

"We have used Reply-O letters for nearly 20 years, and we have found that the "letter-like" appearance is most successful and productive of traceable results.

"We have other uses for direct mail . . . in the farm field and to district salesmen. And we are confident that even wider use of it will be made in our work each year—in "Partners In Profit" as well as other campaigns.

"Our results are sufficient proof to us of the important part direct mail plays in timely solicitations it makes in behalf of Rust-Oleum Corporation and its distributors." ●

HOW TO SELL TO AND THROUGH THE DEALER

How direct mail helped promote
U. S. Gypsum's "Research Village"

by B. G. Pomfret,
Advertising & Publications Director,
U. S. Gypsum Co., Chicago, Ill.

The big job before the advertising business is to reduce the time required for explanation, discussion and negotiation . . . to have the buyer already nearly sold . . . the product or service already largely explained . . . the value already established.

A manufacturer distributing through a dealer organization is faced with a double problem in making the selling job easier: *How to sell TO and THROUGH the dealer.*

Direct mail advertising cannot be expected to do either of these jobs alone . . . but it can be the pay off punch to capitalize on the advertising done in other media—or, direct mail can be the main vehicle of promotion, with other methods used to supplement it.

In helping salesmen sell to the dealer, advertising has three important functions: *Information, Impression* and *Promotion*. The job to be done here is a big one . . . and one that relies heavily on direct mail for its successful execution:

Information: In order to capitalize on all of your promotional plans (national advertising, product developments, changing prices, etc.) the dealer must be kept constantly informed on all your activities. A dealer who feels confident that he has the full story on your activities is naturally going to prefer your line to one on which he feels unsure and

uninformed. Trade magazines and other vehicles of information can do an important part of the job. But the major share of the work needs the flexibility and timing of direct mail.

Impression: This might be defined as the task of keeping the dealer loyal to your company . . . thoroughly impressed that he is representing the right company in your industry. This, too, can be accomplished with more than one media. But direct mail offers the perfect range of approaches here. It may be a simple letter explaining a new policy or an elaborate institutional book on your company. It may be a reprint of an ad already

directed to him in a trade magazine, coupled with a message that elaborates on your original story.

Promotion: Probably the greatest crime that can be perpetrated on a manufacturer's advertising program is to fail to promote it to the dealer. Everything of a major nature that is done to promote a product through a dealer should be promoted to the dealer. An ad in a consumer magazine, a well rounded advertising program on a product, a big story in publicity—all of these should be packaged with all the facts, addressed, stamped and mailed to the



B. G. Pomfret . . .

B. G. Pomfret, advertising and publications director of U. S. Gypsum Company, actually had two talks wrapped into one presentation. He gave an eight-point outline of factors which must be considered in order to develop a well-balanced advertising program. We'll save that part of his talk for a later issue.

The other half of his talk explained how direct mail was used to help promote U. S. Gypsum's highly-successful "Research Village" project . . . one of the biggest things to hit the building industry in years.

dealer. This is the way to gain that intangible dealer enthusiasm that results in your brand being pushed, rather than a competitor's. It's probably the only way to make sure that a major advertising expenditure pays off where the final sale is made.

The job at U. S. Gypsum is to help about 500 salesmen who have to sell a complex line of building materials to almost 30,000 dealers. At the same time there are thousands of builders, contractors and architects to be contacted, and usually a good portion of the day is lost in driving from one location to another. So every call has to be efficient and productive.

To inform, impress and promote our products and the company to dealers we rely on trade magazine advertising and direct mail. Direct mail is used frequently and consistently to accomplish these objectives. In the first four months of this year, we reached all of our dealers by direct mail at least eight times, with some being contacted 10 or 12 times. The subjects included an announcement broadside on a new paint program, national ads with reprint mailers, and reprints of trade ads with a follow-up letter.

Over two years ago we began planning United States Gypsum Research Village. The plan was to create six homes, each incorporating new thinking in residential design and use of building materials. Six of the country's top architects were selected for the task, each from a different section. They were each teamed up with a leading home builder from the same area, who was expected to contribute his knowledge and experience, gained from building hundreds or thousands of houses. The objectives were two fold:

First, to gain a storehouse of new design and construction ideas that could be adopted or adapted to improve the liveability or lower the cost of houses built in the future.

Second, to develop a public relations program that would equally benefit the National Association of Home Builders, the architectural profession and United States Gypsum. A major element of this objective was to impress upon our dealers that U.S.G. was an industry leader with research and merchandising progress that would benefit the entire building field.



U. S. Gypsum's 1955 Parade of Promotion (banging home the importance of "Research Village" to the building industry and consumers) included feature spreads in these company-published magazines . . . reaching millions.



United States Gypsum Company's "Research Village"

For other business-building magazine features, turn the pages

The houses were completed last fall in Barrington, Illinois. Photography was completed just before the leaves fell. In April of this year, major stories appeared in *Better Homes and Gardens*, *American Home*, *McCall's House and Garden*, *House Beautiful* and *Living for Young Homemakers*. Each magazine featured one of the six houses in stories up to ten pages and cover in size. And every national trade magazine serving the architectural, home builder and dealer fields carried editorial material that averaged about 3 pages in each magazine and covers on most. In addition, Research Village was covered in U.S.G.'s own magazines, *Popular Home*, distributed cooperatively through urban dealers with a circulation of 3,500,000; *Business of Farming*, through rural dealers with 1,500,000 circulation; and *The Business of Building*, a trade magazine reaching nearly everyone in the building industry.

At this point we were sitting on the biggest single public relations promotion that probably had ever happened in the home building industry. The problem was to *inform, impress and promote* Research Village to the dealer.

Direct mail was selected to do the job.

The first mailing filled the need for *information*. It was a black and white booklet that explained the objectives of Research Village to the dealer. It contained illustrations and material lists of the houses and all the background information that would position the dealer to capitalize on the program in his market.

The second mailing was for *impression*. It contained our own cooperative-dealer magazine, impressing the dealer with the complete local promotional program that was available from U.S.G. . . . with editorial selling material that was nationally

recognized for its reflection of progress and leadership.

At two week intervals, four other mailings were completed. They each contained two reprints from consumer magazines, plus trade magazine story reprints. This was the *promotion* section of our plan . . . hitting the dealer with the importance of this public relations program. A letter was included with each mailing, outlining the impact of the publicity in the magazines, and converting this national program into local value for him. Emphasis was placed on the stimulating effect that this program would have on new construction and remodeling . . . how this type of promotion was bound to result in increasing acceptance and sale of the many products the dealer sold.

A special issue of our own industry trade magazine, *The Business of Building*, was prepared to tell the Research Village story to dealers' most important customers — home builders and contractors. This issue was a 40-page pictorial review of all significant and new construction techniques used at Research Village. It included 16 pages in full color to show the finished house results. When the issue was mailed in mid-April, every dealer received a copy with a special wrap-around promoting the impact and news value of Research Village on his trade customers.

Then, *The Chicago Daily News* published a special section on Research Village, supported by tie-in advertising from manufacturers who had cooperated with us on this project.

The results were amazing. Over 20,000 people went through Research Village that weekend and probably two to three times that number were turned away, as cars were parked as far as half a mile from the 6 houses. Most of these people probably returned later, as sizeable crowds

have seen the houses all through April and May.

Again, direct mail was used to capitalize on this local publicity. Every dealer and important builder in the Chicago metropolitan area received a copy of the *News* section, with a cover letter that re-emphasized the significance of Research Village to the local home-building industry. This special promotion in the Chicago area was obviously important from a public relations viewpoint since this is our head office location.

Nationally, both objectives were accomplished beyond our expectations. Research Village is an excellent example of a program that turned up a multitude of promotional opportunities. To cash in on each one required a vehicle that was flexible in format, timing and selectivity of audience. Probably no other media can do this job as well as direct mail. It certainly provided the logical answer to our need to *inform, impress and promote* our company TO and THROUGH dealers with Research Village.

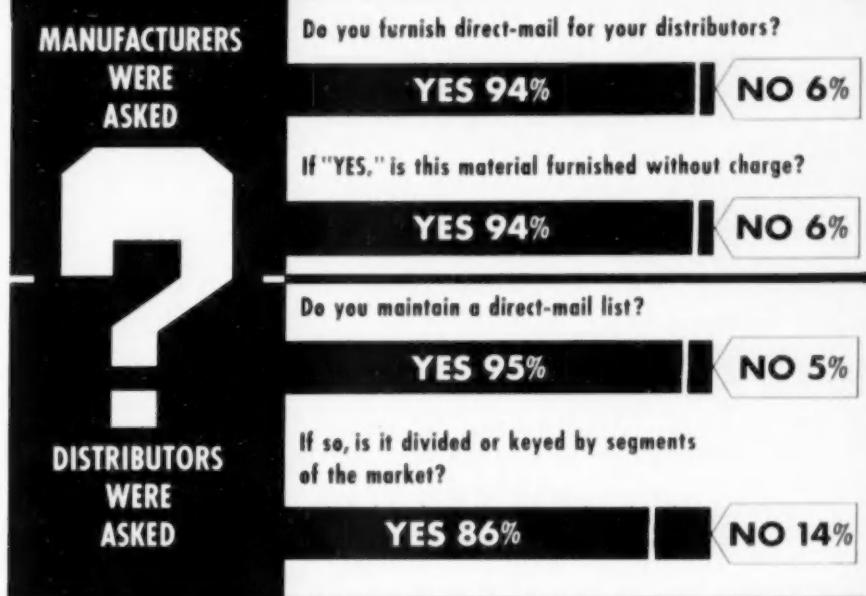
* * *

There you have it . . . two bang-up campaigns, Rust-Oleum and U. S. Gypsum, that helped make Chicago Direct Mail Day the smashing success it was.

Wish we had room to give you sum and substance of Bob Stone's excellent talk. It was a humorous slide presentation . . . illustrating his pet formulas for mail order success. Incidentally, Bob's just had another book published, titled *Successful Direct Mail Advertising & Selling* (Parker Publishing Co., \$5.75). Get a copy. It includes many important points in Bob's Direct Mail Day talk.

This is the report . . . just a sample of what's ahead for you in Chicago at DMAA's 38th Annual Convention at the Morrison. Take our advice . . . don't miss it! ●

**Direct Mail
Handling
In The
Construction
Equipment
Industry**



New survey shows manufacturer-distributor preferences

A good study of how direct mail is handled in the construction equipment field is found in a recent survey of sales methods used by manufacturers and distributors of construction equipment. Through a joint effort sponsored by *Construction Equipment* magazine (Conover-Mast) and the Associated Equipment Distributor's Industry Round Table, a complete *Study of Construction Equipment Manufacturer-Distributor Selling Methods and Practices* has been published.

The magazine and Industry Round Table hired Ross Federal Research Corp. of New York to survey 230 leading manufacturers and distributors of construction equipment and materials . . . both by extensive mail questionnaires and personal interviews in 38 states. Purpose of the study was to: "1) Assemble an up-to-date, factual manual of current, manufacturer-distributor selling practices and procedures; 2) Determine any trends and/or changes that are taking place in manufacturer-distributor selling practices; and 3) Determine the areas in which manufacturer-distributor selling practices are weakest and thus provide the industry with a blue print of self-improvement."

Numerous questions asked in the

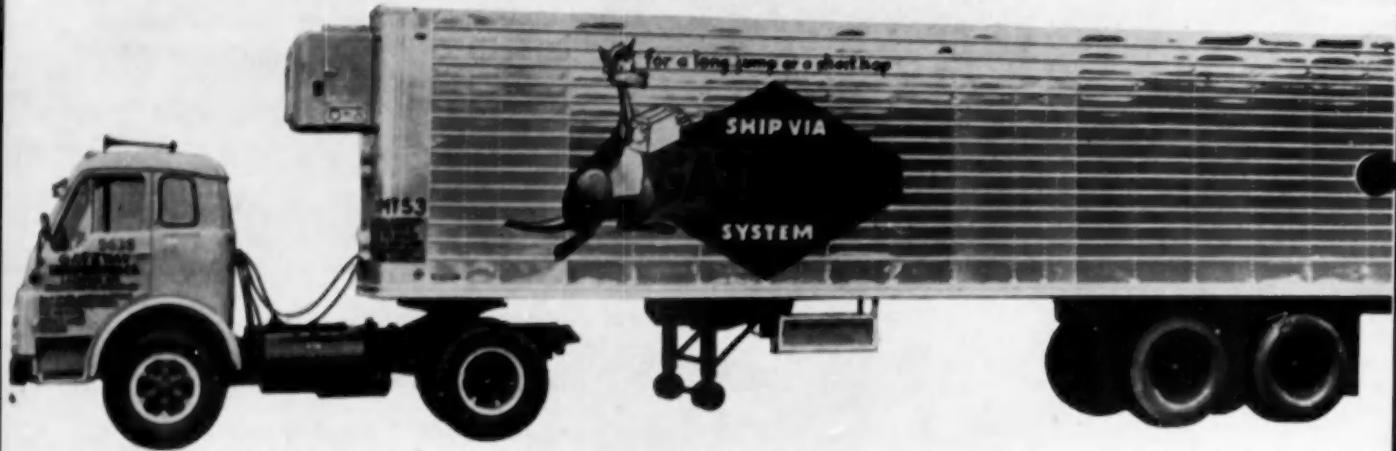
survey covered nine vital areas, including everything from Sales Training to Construction Industry Relations and Trends. From the section on Advertising and Sales Promotion, here are some significant direct mail findings:

- 94% of the manufacturers said they furnished direct mail to distributors, without charge. 46% of the manufacturers answered "Yes" to the question: "Do you have a planned direct mail campaign for your distributors?"
- 95% of the distributors maintain a direct mail list . . . with 86% keying it by segments of the market.
- 30% of the manufacturers prefer to have the distributor handle the mailing of manufacturer-furnished direct mail. 20% of the manufacturers prefer getting the list from the distributor and handling the mailing themselves. 76% of the manufacturers (who handle mailings for distributors) also pay for postage.
- 82% of the distributors prefer to mail manufacturers' material from their own office. 18% of the distributors would rather supply the manufacturer with a list and let them do the mailing.

● Distributors were asked: "Do manufacturers furnish you with direct mail material stressing your company services as a distributor?" 59% answered "No". Distributors were asked if they develop their own direct mail stressing their company services. 63% said they did. 55% of the distributors answered that they developed their own mailings stressing the manufacturer's product as well.

● Distributors were also asked if the name of their company was given sufficient prominence in promotion material furnished by manufacturers. Surprisingly, 56% said "Yes". Just as surprising, was the majority of answers from distributors to the question: "If not imprinted, is sufficient space allowed for you to imprint?" 73% of the distributors said "Yes."

The entire *Study* was originally presented as a slide film at the annual Associated Equipment Distributors Convention, but has now been published by Conover-Mast in a 76-page booklet. If you're in the construction field, you can get a copy by writing to *Construction Equipment's* Market Information Dept., 205 E. 42nd St., New York 17, N. Y.



From the American Trucking Associations' "Customer Relations Council Advertising Contest", this case history of the First Place winner tells . . .

How Gateway Keeps 'Em Rolling With A Trade Character And Slogan Campaign

A report by Dudley Lufkin, Field Editor

It would be easy for advertising in the trucking business to fit into a pattern of dullness. Traffic managers and other freight shippers might easily be approached with routine, statistical and drab discussions of trucks, routes, equipment and schedules . . . the same way some stiff-collared industrial advertisers insist upon approaching engineer prospects.

But largely through the efforts of the American Trucking Associations, Inc., (plural because it's a federation having affiliated associations in each state), most trucking firms have learned that successful advertising must avoid such a pattern. Through national headquarters at 1424 16th St., N. W., Washington, D. C., A.T.A. does all it can to foster and stimulate more creative advertising among its trucking business membership.

One of the associations' major projects has been the development of a Customer Relations Council which meets each Spring to air mutual selling problems and objectives. A popular part of the Council's activities is their annual Advertising Contest . . .

a yearly competition to select the best advertising and sales promotion in the trucking industry. Offering coveted awards for five advertising categories, the contest stresses originality, quality, continuity and effectiveness. This year's entries, more than ever before, proved that most truckers realize the importance of applying the four points in their advertising . . . particularly Gateway Transportation Co. of La Crosse, Wisc., which took top honors for the "Best Over-All Advertising Campaign":

To avoid that gray area of dullness or sameness, Gateway decided over a year ago to overhaul their entire advertising approach. Their objective was to make Gateway advertising entertaining, interesting and informative . . . to establish higher readership and impact by departing from the obvious. In short, they wanted to breathe new life into the same old sales points.

While the trucking firm wanted to give sales messages about their trucks, equipment, schedules, routes and experience a new twist, they

wanted to do so without twisting them all out of proportion with a lot of gimmicks. First step in the planning was an executive huddle with William H. Jefferson of Jefferson Advertising, Gateway's agency in La Crosse, who was responsible for creating the campaign. Here, it was decided the best way to accomplish the objectives was to take each one of Gateway's many selling points and dramatize them with a series of unique direct mail folders . . . individual, novel reminders to traffic managers and other executives who influence freight shipments that Gateway was "America's most modern freight way—in every way!"

The "every way" covered a lot of sales ground; so the most important part of the planning was to find a way to tie all the trucking firm's individual sales points together . . . to give individual benefits featured in each folder a basis of continuity to quickly identify them with Gateway. The answer came with a major sales point Gateway wanted to stress throughout the whole program. Serving the Midwest with 25 termin-

als stretching from Youngstown, Ohio, to Minneapolis, Minn., Gateway wanted the campaign to appeal to the large, long-distance shipper, and the small, short-hop shipper, as well.

Nothing could be more symbolic of this than . . . a *kangaroo* — coupled with the catchy slogan: *For A Long Jump, Or A Short Hop!*" Creation of this trade character and slogan literally placed Gateway on both the long and short map. Mrs. Kangaroo and her eight-word description of the company's services not only shared a prominent place on every single direct mail piece, but has since been adopted as Gateway's official trade mark.

While individual sales impressions were being worked into colorful direct mail pieces (most of them appropriately employing a "gate" fold format), Gateway turned its sales force loose to compile a special list of traffic managers and other officials who influenced freight movement in the trucking firm's area of service. When the list hit 10,000 names, the campaign got under way . . . with monthly mailings stressing these important sales points:

1. *Trade character and slogan:* First piece was an 8½" x 8½", two color folder, setting the general pattern of mailings to follow. A checker board illustration served as background for the headline: "Any Move Is A Good Move . . ." When opened, the piece introduced the kangaroo in a die-cut pop-up which completed the cover headline: ". . . Whether It's A Long Jump, Or A Short Hop!" Like all mailings to follow, back of the first piece was devoted to map of Gateway's routes and a listing of their terminals.

2. *Immediate availability of Gateway equipment and "Round the clock service."* Headline on the cover of this second folder announced: "Look Out Your Window!" When opened, the piece produced a Gateway truck, moving across a die-cut window, emphasizing that Gateway's rolling by . . . ready for pickup and delivery.

3. *Dependability:* A die-cut piece showing a traffic manager asleep in bed. Copy: "Somewhere, Gears Are Shifting . . . and trucks are rolling, filled with Traffic Managers' worries. Still, this T.M. sleeps blissfully on . . ."

(Continued on page 30)

Another reason why Hammermill Bond prints better, types better, looks better

EVEN THE BEST secretary occasionally makes a typing mistake, but we make it easy for her to correct it. The photograph shows Hammermill Bond taking a special shower bath that turns the trick. The surface of the paper is literally being starched like a shirt, (papermakers would say it is being "sized") with a solution that improves writing and erasing qualities.

These qualities depend on the right amount of the right kind of starch in the solution. Too much leads to cracking. Too little leads to ink feathering, pen scuffing, poor erasures. Common practice is to test the starch solution only at intervals. This leaves opportunity between checks for trouble to happen.

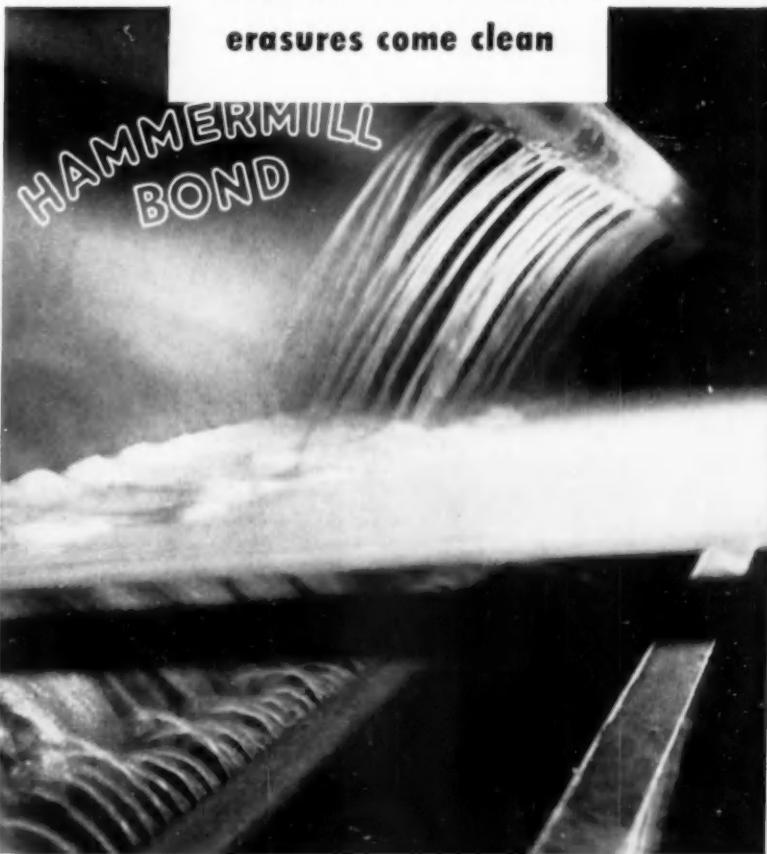
Hammermill Bond takes shower bath to make erasures come clean

Spot checks aren't good enough at Hammermill. So we developed a regulator that automatically meters, at every instant, the amount of starch going into the Hammermill Bond sizing bath.

With Hammermill Bond, when your favorite secretary hits the wrong key in the last paragraph of a long letter, she can quickly erase her error so cleanly you'll probably never notice it.

Here's another reason why Hammermill Bond 1) prints better — ask your printer; 2) types better — ask your secretary; 3) looks better — see for yourself!

Printers everywhere use Hammermill papers. Many display this shield. Hammermill Paper Company, Erie, Pa.

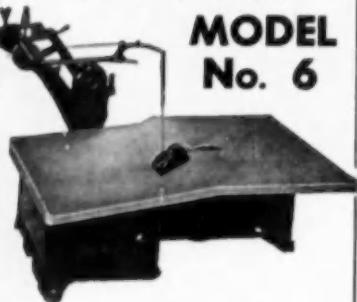


**...yet
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costs no more

— and actually less than many other watermarked papers

CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail — also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

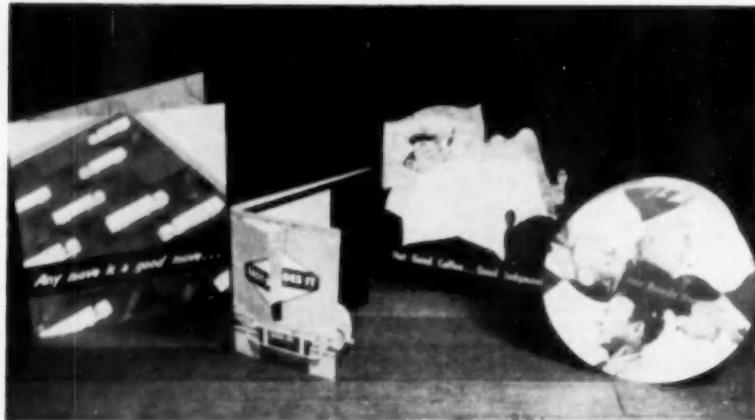
Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

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Blissfield, Michigan

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For the sales-advertising director who wants an out-of-the-ordinary direct mail campaign. The "Motto-of-the-Month" is unusual, effective, economical, exclusive—but not for "stuffed shirt" organizations.
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•••••

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your addressing should be done on
Carbo Snap multiple addressing labels
Makes up to 6 addresses with one typing!
Use your typewriter, your typist and
Carbo Snap. Ask for free samples
Penny Label Company 

9-13 Murray St., New York 7, N. Y.



Some of the outstanding die-cut pieces in the Gateway campaign. Shown here are pieces described in the text on page 29 and below. Left to right: No. 1, No. 5, No. 3, and No. 4.

To check readership of the campaign, periodic reply card offers were inserted into regular mailings. The first check was an offer of a free football schedule, enclosed with this third mailing. From 10,000 mailed, Gateway received an impressive 3,457 returns.

4. *Summary of Gateway service:* This was a die-cut, gate-fold folder, opening to three complete die-cut circles. Cover pictured four businessmen in a circle, with headline: "Let's Put Our Heads Together!" Each circle inside asked prospects to get together with Gateway representatives . . . to talk over shipping service, schedules, routes, etc.

5. *Efficient handling of shipments:* "Easy Does It," said the headline on this piece, showing die-cut rear end of a truck backing into a loading platform. Back doors of the truck opened to reveal copy: ". . . once a Gateway truck backs up to your dock and opens its doors. From then on, the right combination of experience, modern equipment and know-how moves your freight over the road on time . . ."

6. *New routes, better scheduling:* Cover leaf contained die-cut traffic manager looking out his window into a yard filled with City Limit signs (Chicago, Cleveland, Detroit, etc.). Headline: "The Midstates Moved Into Your Backyard!" Inside, copy emphasized that new Gateway routes, better schedules, moved freight faster.

7. *Excellent record:* Another gate-fold piece with a picture of the kan-

garoo holding a card titled: "Safe Arrival — A+." Headline asked: "Ever Hear Of A Freight Jockey With An A + Report Card? . . . Gateway Gets The Top Mark With A 99.3 Average In Claim Free Shipments!"

8. *Right equipment:* Another gate-fold piece, picturing a long line of Gateway trucks, featuring hi-cube trailers for one load capacity. Copy explained a "new kind of merry-go-round" . . . an underfloor conveyor system at terminals to move freight without damage.

This mailing also won Second Place in the ATA Advertising Contest . . . as the Best Single Mail Piece.

9. *Complete services:* Although well-displayed on all pieces, the kangaroo and slogan got an added blow-up for re-emphasis on this piece. One wing of the gate-fold was devoted to it. An attached rubber band popped the slogan and trade character into view when the folder was opened. This folder pictured Gateway in action: office, teletype communications between terminals, loading, etc. Copy again stressed importance of right equipment and complete service for fast freight shipment.

10. *On-time delivery:* An illustrated secretary spoke the headline of this piece: "My Boss Was An Old Bear!" Cover also pictured her irate boss (complete with ears of a bear). Inside, secretary changed her tune: ". . . But Not Any More—Now Our Shipments Are In On Time—Every Time—With Gateway!" Rest of copy pointed out how delays mean dollars, and when terminal tie-ups cause

trouble, "it's time to turn to Gateway."

This 10th mailing carried another reply card check on readership. The offer was for a free baseball schedule and a free baseball bat pencil. Returns were almost the same as the first check . . . 3,240 reply cards came back.

11. *Safe handling record*: "Careful As A Cat With Kittens" was the copy and illustration point of this folder . . . to re-emphasize Gateway's record of safe handling. Strip of photos inside showed how carefully shipments are handled and controlled.

12. *On-time delivery, again*: "Next Week?" "No, Tomorrow . . . I Shipped It Gateway!" This phone conversation between two men was featured on the front of this piece to illustrate Gateway's on-time delivery again. Cover was folded in three parts so each line of conversation was revealed separately. Inside copy: "Gateway's new 'Spot Remover' service is bringing relaxed smiles to Traffic Managers the country over. Yes, this service removes the Traffic Manager from the spot . . . no more calls: 'Where's My shipment?'

12. *The big difference*: Last folder in the series was titled "A Tale Of Two Uncommon Carriers", designed to point out the difference in equipment and service that makes Gateway superior. It pictured a young Indian mother with her papoose as one *uncommon carrier*, and a Gateway truck as the other . . . listing five ways Gateway was *uncommon* in the trucking business, making it the

The man behind the campaign . . . William H. Jefferson, young and creative president of Jefferson Advertising, Inc., La Crosse, Wis. His comments on the award-winning Gateway effort below show how direct mail fits his agency's creative thinking.

"Our client, Gateway Transportation Company, has long been a leader in this industry; but until about a year ago had never worked with an advertising agency, and had no planned advertising program. In order to develop a worthwhile campaign, we first made a thorough study of the motor freight industry . . . then gave careful consideration to all media which might be used by Gateway.

"It was then decided that a direct mail effort would best serve the needs of our client.

"As is true in most services, motor freight companies may at first glance seem to be pretty much alike—similar equipment, use of same roads, each is subject to rate regulation by the Interstate Commerce Commission.

"In the case of Gateway, research uncovered several important advantages . . . and our direct mail advertising was designed to point out such advantages in a refreshing and unusual manner—to depart from the obvious."

best choice for shippers.

All twelve folders were mailed in envelopes with corner card teaser illustrations . . . simple cartoon drawings of the kangaroo engaged in some action relative to the folder inside.

During the course of the twelve mailings, a secondary program was started to include special-purpose mailings. Using the same format applied in the main campaign, these mailings presented testimonials, route changes, new terminals, and new equipment being prepared. Space advertisements in *Traffic World* and guides and directories also backed up the direct mail effort.

Hometown P. R., Too

Direct mail also played a big part in helping to promote a local Gateway public relations effort in La Crosse. With 286 La Crosse people employed in the company's general offices there, the firm launched a promotion to remind the community that Gateway was one of its largest firms, and that Gateway employees spend an annual payroll of a million and a half dollars locally.

The plan was to pay all Gateway employees for one week in silver dollars. In addition to advance newspaper ads, Gateway president W. Leo Murphy sent silver letters to both employees and every merchant in La Crosse. Employees were urged to pay all bills, buy groceries, fuel, etc. with the silver dollars. Merchants were told that the silver dollars would filter their way through every whole-

MAILING LISTS WANTED

Recognizing the important role that "MAIL ORDER BUYERS LISTS" play in mail order selling, DUNHILL, to round out its services to its growing family of clients, inaugurates a list brokerage department.

If you have a good list for outright sale or rental, we would like to hear from you. A 32 page mailing list catalog is now in the works, and if your lists are acceptable, they will be listed free. The catalog will be distributed to over 35,000 list buyers. In addition, your lists will be featured in our newspaper advertisements which appear regularly each week in the New York Times, the Chicago Tribune and the Los Angeles Times.

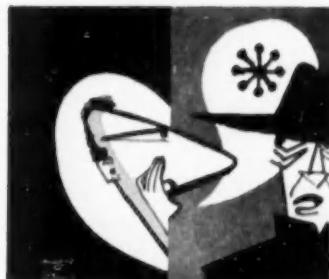
If you want to increase your list rental revenue, write, wire or phone Hugo Dunhill, manager of our brokerage department, today.

DUNHILL

International List Co., Inc.

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Chicago Office:
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KANSAS CITY 8, MO. • 19th & Campbell Sts.
FT. WORTH 12, TEXAS • 5900 East Reseda

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the DMAA
in Chicago

TENSION ENVELOPES • TENSION ENVELOPES • TENSION ENVELOPES

sale and retail outlet in La Crosse . . . as a way of saying "Thank you, La Crosse, for the cooperation of local merchants, like yourself, who have helped through continued use of our service to greatly increase the personnel at our La Crosse home office." The promotion was a tremendous success, building unlimited goodwill for the company. Publicity coverage was wide-spread, including pictures of the silver dollar payroll being picked up at the local bank in (you guessed it) a Gateway truck.

Yes, whether it's a local community relations program right in their own back yard, or a large freight haul from Minneapolis to Youngstown . . . Gateway trucks are very much in the Midwest picture. A kangaroo and slogan, established with a live-wire direct mail campaign, keeps 'em rolling. ●

COMMENT ON BETTER DIRECT MAIL IN THE TRUCKING BUSINESS

by H. H.

Times have changed. Five or six years ago, this reporter made his first appearance before a meeting of the American Trucking Associations, 1424 16th St., N. W., Washington 6, D. C., examined the display of promotional material . . . and found a very sorry lot of poor planning and sloppy production.

Two years ago, down in Belleair, Florida, we acted as a judge of the annual ATA's advertising contest. Things were much better, but nothing to rave about.

Late in May, we visited Washington to act again as one of the judges. What a difference! The trucking companies have really taken direct mail seriously, or we should say, "taken advertising seriously" because even the space advertising and the internal sales training material has improved.

After many long hours of juggling portfolios and reading through reams of material, the board of judges finally selected Gateway as the best overall campaign.

But there were plenty of deserved winners in other categories, such as: *Best mail campaign, best single piece, etc.* A campaign previously mentioned in *The Reporter* (Akers) won a special citation for *the most outstanding selling letters*. They sure deserved it.

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Company

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Check enclosed (\$35) for 1956 Guide More information on 4th Advertising Essentials Show.

Advance report on an up-coming campaign:

1954 Henry Hoke Award Winner

Comes To Life Next Month!

"Mademoiselle Scandale", that daring and delightful trade character who sparked last year's award-winning Scandale campaign, will come to life next month . . . playing an even greater, more exciting advertising role.

Scandale, you remember, was the dynamic campaign created by The Rockmore Co., advertising agency at 37 W. 57th St., New York 19, N. Y., for Tru Balance Corsets, Inc., 136 Madison Ave., New York 16, N. Y. Faced with the problem of introducing a famous French corset (Scandale) to American markets with speed and impact, Rockmore's exciting direct mail campaign accomplished objectives in its first two-and-a-half months that weren't expected for at least three years. Off-beat excitement was injected with the creation of Mlle. Scandale, a lissome French trade character who "rocked the corset industry to its very foundation" with her eye-catching direct mail antics. Lifting line drawings, showing the Mlle. in long black stockings, gloves and a big floppy hat, developed powerful Scandale identification which helped capture the market.

She also helped the campaign capture the *Reporter's* annual Henry Hoke Award ("for the most unique or courageous solving of a difficult problem by direct mail"), a DMAA Best of Industry Award, and also a special citation from The Art Directors Club. The complete Scandale story was told in the October, 1954 issue of *The Reporter*.

Now, with the advent of a new Scandale development called "Avant-Garde" (a girdle shaped to fit the curved plane of the body), Rockmore is launching the largest advertising campaign in Tru Balance history beginning next month. It deserves careful watching. Built around the selling theme "It Takes A Curve To Mould A Curve", the "Avant-Garde" campaign will bring Mlle. Scandale to life in bold, dramatic photography. To find the live counterpart to fill the stockings, gloves and hat of the famous line drawings, the agency interviewed more than 100 models before discovering one with the same foundation flair pictured in the original campaign. The new Mlle. Scandale will not only come to life, but also from it—as an alumnus of *Life* magazine's famous cover. Better still, the former *Life* cover girl is of French origin, well-known in France's fashion circles. Agency president Milton Rockmore hasn't told us her real name, probably because from now on she's officially "Mademoiselle Scandale." But he has told us something about the real-life Mlle. Scandale's new direct mail plans.

In addition to national media, strong emphasis will be placed on educational material for corsetieres retailing the new "shaped" girdle. Special booklets will explain the new concept of moulding a woman's figure "within" the garment. Direct mail will tell how the new innovation can be most effectively sold to consumers. In the same style as the first campaign's outstanding booklet titled



The New "Mademoiselle Scandale"

The Bare Facts of Mademoiselle Scandale, a kick-off booklet for the "Avant-Garde" campaign is titled: *Mademoiselle Scandale's Journal of Great French Discoveries*. Each page dramatically tells about famous French discoveries ("In 1642, Pascal Invented The Adding Machine", etc) . . . with last page announcing Mlle. Scandale's "French Revolution—The greatest French discovery in girdle history!"

An important feature of the campaign will be strong emphasis on the fact that girdle buying is done in the fitting room, and final determination should be made only after the customer has tried the garment on. Bold layout and copy will bang home the point: "We Won't Let You Buy It Unless You Try It!"

On the eve of selection of 1955's Henry Hoke Award, it's our thought that the new winner will have to be *really good* to impress the DMAA judges as much as the Scandale campaign did last year. And the new Mlle. Scandale in-the-flesh will *really have to go some* to match the sales success of her pen-and-ink predecessor. After hearing some of the direct mail plans Milt Rockmore has for her . . . we think she will.



"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

PERHAPS you'll remember George D. Billings' remarks in the June edition of this screed about the double negative used in a piece of direct mail sent out by one of America's largest operators: "There is no better and less expensive method of keeping your name in front of your customers and prospects than by . . ."

We-I-I-I? Evidently there are copy-writers who take pride in such things. One of such appears to be Mrs. Frances G. Smelter of Waukesha Products Corporation, Waukesha, Wisconsin. She sends us a folder carrying the headline: "HERE'S WHY YOU CAN'T AFFORD NOT TO USE SUPREME BARNLINE" In her letter accompanying the piece she writes, "Enclosed is our double negative. Would you care to comment?"

I sure would, Mrs. Smelter. Why on earth go out of your way to make your headline hard to read and decipher? What's to be gained by this circumlocution? Inside the folder you use the head: "HERE'S WHY YOU NEED SUPREME BARNLINE IN YOUR HEN HOUSE" What's the matter with using a similar direct statement on the cover of the folder? "Here's why you should use, etc." is easier to figure out, is to the point, and more effective by far than "HERE'S WHY YOU CAN'T AFFORD NOT TO USE . . ." Anything to add, George?

A Good Source For Ideas

Good copy ideas are easy to come by. Usually they're available to you without moving from your office chair. Recently I had an interview with a new client who sells silverware

by mail. We talked over everything in connection with the plan; and then I asked him, "Do you have testimonials from users?"

"Yes," said he. "When you get a little further along with the copy I'll send you a big file of such testimonials."

"I'd rather have them now," I told him, "because that file of testimonials of yours is the best possible source for copy appeals."

He seemed rather surprised but reluctantly sent me his file, and I started through it. Here is part of what I found. One woman wrote: "Your silverware is wonderful. I like it so much because *it matches any kind or design of china.*" There's a good selling point. Nothing has ever been said in any of this company's copy about the silverware harmonizing with the rest of the table setting.

Another one said: "I used my silverware for the first time when I gave a dinner party for some of my friends. *All of the girls raved about it.*" There you are . . . this woman liked the silverware not necessarily because of its brilliance or design or its low cost. She liked it because it impressed her friends.

Some practitioners of this art of making the prospect buy, lean heavily on answers to questionnaires to get sales ideas. They think if you ask a prospective buyer what he thinks of a product, or the reasons why it would appeal to him, the answers such prospects give can be used as guideposts in preparing copy. I don't think most people know why they buy. Any more than they know why they do many of the hundreds of little acts they perform every day.

You can sit at your typewriter for hours, figure out a hundred logical reasons why this or that group of prospects should buy what you're selling. But, "reason" isn't enough. You've got to motivate the prospect—make him "hanker" for the benefits he gets from what you have to sell.

One of the best places in the world to find out what will make a prospect buy your product is from testimonials written by people who have traded their money for your merchandise and then tell you why they enjoy it so much.

Surveys? Take 'Em Away

This is my own opinion and you can take it for what it's worth. I think surveys asking a group or class of people what they like or don't like about the direct mail they receive, or the way you present your sales story, are for the birds.

Who knows what he likes or doesn't like? Who knows what sells him or doesn't sell him?

You've just come back from making a call on a prospect. He bought. Can you tell the one thing that made him buy? I doubt it. Neither can anyone else. I'll probably be drawn and quartered right here by the motivation research boys. But I contend it's an accumulation of many things that go to close a sale.

I just read the results of a survey made among purchasing agents. The sub-head of the article used this "weasel" sentence: "New survey among 15 top purchasing agents showed that 87% of their mail is *probably ignored.*" What do you mean, "probably ignored?" It was either ignored or not.

One of the things brought out in this survey was that the purchasing agent strongly objects to sales literature that reaches him through the president of his company. The report fails to say how many purchasing agents object to this procedure.

But anyone who has ever sold anything either by mail or in person knows there are cases where it's necessary to get to the top man in order to do the right kind of a job. I don't know of any purchasing agent or general manager or advertising manager who can tell my story to the top brass better than I can tell it myself. I don't feel that an underling who says, "Leave me all the information, I'll take it up with the boss" can do my selling job as well as I can.

One of the "results" I got a real kick out of was that 75% said: "Make it more pointed; shorter paragraphs to make easier reading possible." Short paragraphs don't make easy reading, necessarily. It's the rhythm of the copy that makes easy reading. It's the use of active verbs, picture nouns and the striking out of superfluous adjectives and adverbs that make for easy reading.

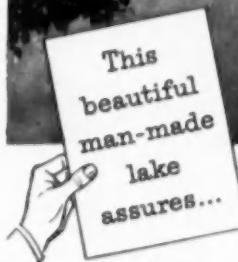
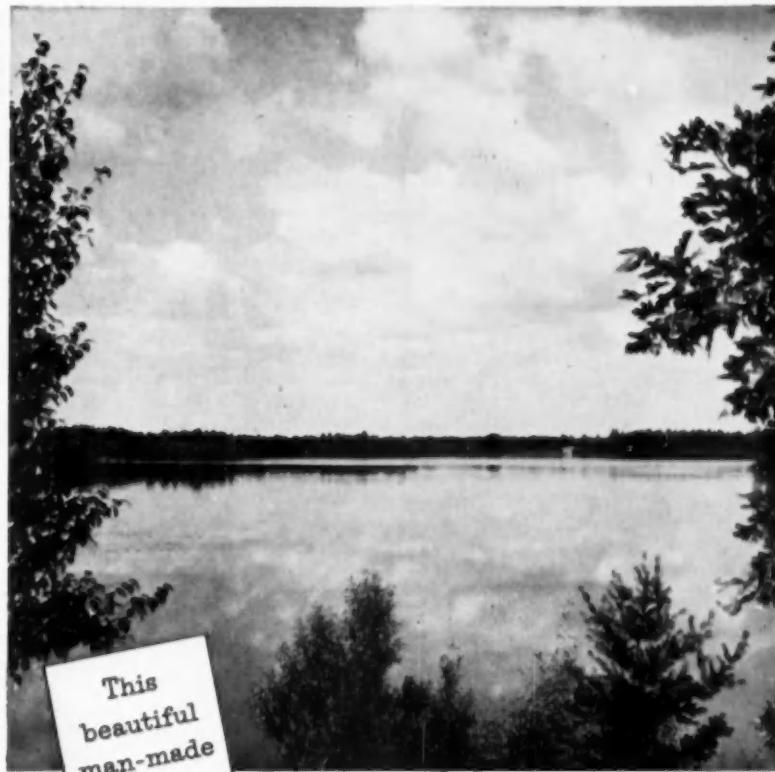
Here's an item from this survey that brought a faint smile. 75% said: "Make copy as brief and concise as possible. There isn't time to read long, drawn-out information." What do you mean there isn't time to read long, drawn-out information? If I'm interested in spending money for a product I certainly want to know all about it. And sometimes I can't tell all about my product in a few short sentences.

You may want to give me an argument; but I don't think opinions are worth a tinker's damn when it comes to a piece of direct mail. Today I like ice cream. Tomorrow I may not want ice cream. If you can get to me with ice cream pitch on the day that I'm hungry for it, I'll probably like what you have to say about it. If you get to me on the day when I've had too much ice cream, I'll probably think your stuff is the bunk.

Think of this the next time you write a piece of copy, then pass it around the office to get "opinions" of your secretary, the office boy, the boss, or anyone else who may have strayed into your office off the street.

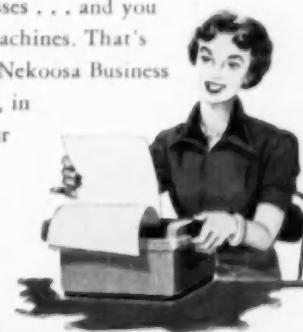
In Defense of Ivory Towers

We've been reading a lot lately about how inadequate and incom-



...a better paper for every office need

Pictured above is Nekoosa's own lake. We "built" it to supply our paper mills with millions of gallons of the purest spring water obtainable. This purer water plays a big part in giving Nekoosa Business Papers their attractive appearance and long-lasting strength. Printers are assured trouble-free performance on today's high speed presses . . . and you get better results in all of your office machines. That's why it will pay you to always specify Nekoosa Business Papers. Your printer has them. Many, in standard sizes, are also available at your stationery store.



Nekoosa

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ASSOCIATES**

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SIGN ME UP NOW

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One year at \$6.00

Two years for \$10.00

Name _____

Company _____

Address _____

City _____

Bill Me

Zone _____ State _____

Check Enclosed

petent the average advertising man is when it comes to sales-sense. So-called "practical" men claim that advertising is written by too many long hairs who sit in ivory towers and dream up fancy sentences and paragraphs. They deplore the fact that too few advertising men get out and talk to dealers, or users, or the people the stuff they write is supposed to sell.

It seems to us there's too much glorification of the "hat trick." According to these practical men the only way to write good advertising copy is to make calls on the trade, find out their prejudices, their likes, their dislikes, and then come back to the desk and write factual, down-to-earth copy that is supposed to sell them.

Try it some time. I've done a lot of it. Go out and call on a dealer. Ask him what he likes or dislikes about a certain product. If you're in industrial advertising, go out and talk to a toolmaker and find out what he likes or dislikes about the gadget you propose to sell him.

I'll bet you a lead nickel you won't get an idea out of 2,000 interviews. What I mean is, you won't get one idea that will improve the selling power of your copy. And there's a very simple explanation for this.

The average buyer doesn't know why he buys. Maybe he likes the way the salesman parts his hair. Or he likes the company selling the product because they've done a good public relations job. Or the direct mail of the company has made many impressions over the months—has created acceptance of the company, its salesmen and its product in the prospect's mind.

Those dealers will tell you what's the matter with your gadget mechanically. And you can probably pass that along to the engineering department so your interviews won't be a total loss. But when it comes to giving you *useable reasons why he buys*, such interviews are usually a waste of time.

Forum and Againstum

I've been accused of taking sentences and paragraphs out of context to prove some of the points I've made in this department. I maintain that in direct mail writing, every sentence should say something or be replaced by one that does.

In or out of context the following sentence is lumbering, inept, mean-

ingless, and doesn't have an ounce of "sell" in it. It's the opening sentence of a letter sent out by Merritt Lacey Corporation of Newark, N. J.: "*PROFITS are something in the form of monetary renumeration that any company is looking for all the time.*"

Read it again. It sounds like the opening remarks of a high school teacher of economics to the freshman class. And this was taken word for word from a so-called "selling" letter. What's more, there's no such word as "renumeration." At least, Webster doesn't show it. If it's a coined word it could mean "to number again," but couldn't possibly mean "recompense."

Here's some more muddled thinking. In an opening paragraph of a letter sent out by Town Showcase and Cabinet Co. of Chicago:

"Are you, as a constantly growing retail enterprise, contemplating the remodeling of your store, or opening a new business? Every expanding business must augment its customer-growth with periodic modernization in its plant structure."

If you happen to be a "constantly growing retail enterprise" you'd better stick to your profitable and ever expanding business rather than "opening a new business." And if "periodic modernization" augments customer-growth, whatever that means, I don't get the connection. And boy, those adverbs—*contemplating, remodeling, growing, opening, expanding!*

Just contrast the above garbled, stilted, slow-moving sentences with this taken from a recent letter sent out by McGraw-Hill Book Company: "*How YOU can get people to perk up and APPLAUD what you have to say!"*

Or the opening sentence of a letter sent out by The Union Central Life Insurance Company of Cincinnati:

"Suppose tomorrow your boss gave you a blank check properly endorsed and asked you to buy him the best thing you could for himself and family. What would you buy?"

DMAA Please Note

Way back in May we reprinted a letter from a mildly-irritated and profane reader who took us to task for dealing too much in this space with mail order copy. This fellow said he had a sales force of 18 men supposed to call on thousands of companies, and he thought direct mail could fill the gap. But he said there was no place he could get the kind of information he needed to improve his direct mail and make it do the job of pre-selling.

As a partial answer to my irritated correspondent, John H. Bollock of Address Telephone Directory Department of Michigan Bell Telephone Company in Detroit writes:

"I'm forced to get into the act—on your side—and I don't want to rehash the old score on mail order selling us direct mail. "As a representative of the world's largest corporation, I know that direct mail is the only solution to profitably merchandising my product. We have thousands of prospects in our state, plenty of direct competition and a handful of high-salaried, well qualified salesmen.

"Direct mail has effectively permitted me to sell more services at a much lower cost. Our biggest problems—1. Writing copy; 2. Coordination of sales and mailing activities.

"Your friend can obtain his answer by attending and capitalizing on ideas the so-called experts give out—for the price of a registration fee—at Direct Mail Days and Conventions. I did. Keep up the good work, John." •

CAPLES ON COPY:

John Caples, copy-wise vice president of Batten, Barton, Durstine & Osborn, Inc., New York, made a big hit a few months ago with a talk on copy testing he gave at a meeting of New York's Hundred Million Club. In a fast-moving slide presentation, the agency expert showed a series of copy test ads, analyzing them for the audience . . . telling which pulled best and why.

His talk wound up with a summary of eight important things the vice president says BBD&O has learned about copy after 25 years of testing. They are worth remembering:

1. Select the right audience.
2. Make it easy to understand. I remember for Liberty Mutual Fire Insurance a headline, "If you are a careful driver you can save money on car insurance," and then another one, "How you can turn your driving into money." I think it was the simplicity of the former headline that brought the increased returns.
3. Make it believable.
4. The manufacturer's name helps, especially if it is a famous manufacturer. You remember the General Electric test. The headline which had G.E. in it beat the headline that did not have G.E.
5. Be specific. Don't tell them it is big. Tell them it holds three quarts.
6. Quick results. People want things quickly.
7. Give them a complete sales talk.
8. Most important of all, *self-interest*. No matter whether it is a TV commercial, a direct mail letter, an advertisement, or a radio spot . . . tell the person who is going to pay for the product or the service what he, personally, is going to get out of it.

ART WORK BY MAIL Plan, copy, sketches and finished art work delivered direct to your desk by mail from my studio at home.



If you need a new letterhead, a fresh approach to your folder design, page layouts for your catalog or space advertising, one booklet designed or a dozen . . . perhaps I can help you.

All you have to do is write me a letter outlining what you have in mind.

I will quote you a fee for preliminary idea sketches, finished art work and time needed for delivery.

RAYMOND LUFKIN Plan, copy, design, illustrations and typography **BY MAIL**
124 West Clinton Avenue, Tenafly, New Jersey Englewood 3-4860

ILLINOIS DUXBAC



Drawn for Logan-Long Co., Chicago, Illinois

DIRECT MAIL AND MAIL ORDER COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling job you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . editor of IMP, "the world's smallest house organ."

ORVILLE E. REED
106 N. STATE STREET
HOWELL, MICHIGAN

STOP PAPER TUMBLING

50¢
At Your Dealer
or Write
EVANS SPECIALTY CO., INC. RICHMOND 23, VA.



EDWARD W. OSANN

Writer of Advertising Literature
and Sales Letters Since 1910

175-35 88th Ave., Jamaica 32, N. Y.
Member: Direct Mail Advertising Ass'n.
May I help you?

THE ADVERTISING THAT CARRIES ITS OWN

Now you can scent any kind of paper with any fragrance on any press!

All Flower or Modern Fragrances
• Food Aromas and Odors

FRAGRANCE PROCESS COMPANY
73 SULLIVAN STREET • NEW YORK 12, N. Y.

Call
MO 3-1582



Over 1,000 Shop Owners Know



that, as an aid in the creation and production of direct mail, MASA International is invaluable.

Join these, 1,000 progressive commercial duplicators in promoting your industry.

A letter now will bring you a full description of membership services. . . .

Write:

MAIL ADVERTISING SERVICE ASSOCIATION

18120 James Couzens Highway
Detroit 35, Michigan

getting
leads
for
salesmen
one of your headaches?



Then you'll want to get the facts on our kind of Sales Letter—with the built-in reply card.

You'll be joining a mighty impressive list of blue chips, too, who've learned that the built-in reply card boosts responses, lowers selling costs!

One-stop service for creative printing and mailing saves your time—keeps you busy planning instead of just picking up loose ends.

Why not send now for more information and samples of recent successful promotions?



SALES LETTERS
Incorporated

148 W. 23rd St., New York 11
Telephone WATkins 9-6028

My Mail Order Day

By Jared Abbeon

Working like beavers . . . on our fall plans. Just got a one month setback due to pure carelessness. Had our latest hush-hush models standing out on a shelf ready to go down to the photographer, when . . . smash! a careless employee knocked over the center piece in the group. All the kings horses and all Mr. DuPont's Glue couldn't put it back together again. Hand made sample, and it will take a bit of doing to get another here on time. But that is the mail order game — just lean back, open the envelopes and take out the cash. Hah!

be liable to strict customs inspection.

Have just been having my usual monthly side-split over Fred: Gymer's (2123 East 9th St., Cleveland 15, Ohio.) "Let's Have Better Mottoes" monthly mailing. It says: "I would like to compliment you on your work —when do you start?" Needless to say, the usual dandy letter from "Joe the Parade Horse" came with it. Any of you outfits reading this that want to make a regular mailing to customers with a strong sense of humor, you can't beat this deal of Gymer's. It took me three years to find someone with the franchise to put me on their mailing list—but it sure is fun.

Tested a new item. Break-even point, 7 sales per 1,000 pieces. Tested out at the rate of 8 per thousand. Looked very good for awhile . . . until the returns came back—3 per 7 as not satisfactory. Examination showed that the customers were right . . . the manufacturer was letting quality vary all over the lot. Said he couldn't hold quality at the price. Exit another good item. Some day we will hit the right item at the right price at the right time to the right market. In the meantime, we go along staying solvent by the grace of Providence and testing . . . all the time testing.

*Speaking of monthly franchise mailings . . . one of the best of the "Life is Real, Life is Earnest" school of mailings is the one put out by Marcel Pelletier (of Birthday Bureau Fame, 219-27 75th Avenue, Oakland Gardens 64, N. Y.) This is *The Business Digest and Forecast*. A terrific prestige piece . . . particularly for insurance and real estate agencies. Ostensibly coming directly from the sender, it builds him up in the eyes of his community at low cost. Marcel will, I am sure, be glad to send you a sample issue.*

*Just received a free copy . . . of one of the best books I ever read. Called *200 BEST Sales and Promotion Letters*, written by such lads as Leo P. Bott; Sam Gold of Lignum-Vitae; Fred Gymer; Ed Myers, the Lobster Man; Les Suhler; Jack Thompson; M. A. Pollen, dozens and dozens of other men no less famous. Reason I got my copy "compliments of the house" is that six of my best letters are in the book under my square monicker—guess who? The National Research Bureau, 422 North 3rd Street, Burlington, Iowa, is putting out the volume L. Hollingsworth is the man to write to. Price is \$11.50. Very reasonable when you figure that any one of a dozen of the consultants in the book will charge you at least double that for any old letter. The price is*

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

ACETATE SHEET PROTECTORS

A. G. Bardes Co., Inc. 437 N. 5th St., Milwaukee 3, Wis. (BR 2-3372)

ADDRESSING

Active Equipment Supply 47-31 35 St., Long Island City 1, N.Y. (RA 9-9030)
Address-O-Rite Stencil & Mach. Co., Inc. 23 St., N.Y.C. 10 (OR 5-2020)
Creative Mailing Service, Inc. 460 N. Main, Freeport, N.Y. (FR 9-2431)

ADDRESSING MACHINES

Addressing Machine & Equip. Co. 326 Broadway, N.Y. 7, N.Y. (HA 2-6700)
Elliott Addr. Machine Co. 155A Albany St., Cambridge 39, Mass. (TR 6-2020)
Mailers Equipment Co. 40 W. 15th St., N.Y. 11, N.Y. (CH 3-3442)
Seaver & Wallingford 143 W. Broadway, N.Y. 13, N.Y. (WO 4-0520)

ADDRESSING — TRADE

Belmer Typing Service 91-71 111th St., Richmond Hill 8, N.Y. (VI 6-5322)
Shapins Typing Service 68-11 Roosevelt Ave., Woodside, N.Y. (HI 6-2730)

ADVERTISING AGENCIES

"American Direct Mail" 1113-19 Venice Blvd., Los Angeles 16, Calif. (DU 8-1305)
Martin Ad Agency (Dir. Sell. Mail Ord.) 15 PA E. 40, N.Y.C. 16 (LE 2-4751)
Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6467)

ADVERTISING ART

A. A. Archbold, Publisher P.O. Box 20740, Los Angeles 6, Calif. (RI 9-9062)
Raymond Lukin 116 West Clinton Ave., Tenafly, N.J. (EN 3-4860)
Trakpus Art Studio (Small Ads) 349 10th St., Moline, Ill.

ADVERTISING BOOK MATCHES

Match Corp. of America 343-43 W. 48th Pl., Chi. 32, Ill. (VI 7-2244)
Universal Match Corp. 1501 Locust St., St. Louis 3, Mo. (CH 1-3230)

ADVERTISING SPECIALTIES

Geo. McWeeney Co., Bx 87, 614 Campbell Ave., W. Haven, Conn. (WE 4-3411)
AUTOMATIC MACHINE-ADDRESSING SERVICE

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)
Globe Organization, Inc. 480 Lexington Ave., N.Y.C. 17 (PL 3-7938)
Hudson Fulton Mailing Service 25 West Broadway, N.Y.C. 7 (CO 7-6171)

AUTOMATIC TYPEWRITING

Ambassador Letter Serv. Co. 11 Stone St., N.Y. 4, N.Y. (BO 9-0670)
Margaret Mitchell 11 Daring Pl., Milford, Conn. (MI 2-5800)

BOOKS

Art & Tech. of Photo Eng. Horan Eng. Co. 44 W. 28, N.Y.C. 1 (MU 9-8585)
Reporter of Direct Mail 224 7th, Garden City, N.Y.

Cordially Yours 500
Dogs That Climb Trees 1.00
How To Get The Right Start in Direct Advertising 1.50
How To Think About Direct Mail 1.00
How To Think About Letters 1.00
How To Think About Readership of Direct Mail 1.00
How Direct Mail Solves Management Problems 1.00
How To Think About Showmanship in Direct Mail 1.00
How To Think About Mail Order 1.00
How To Think About Production and Mailing 1.00
The Plain Jane of Direct Mail 50
How To Think About Industrial Direct Mail 3.00

BUSINESS BRIEFS

Wetmore & Co. 1015 S. Shepherd Dr., Houston 19, Texas (LY 9126)

BUSINESS CARD SERVICE

R. O. H. Hill, Inc. 270 Lafayette St., N.Y. 12, N.Y. (CA 6-6340)

CATALOG PLANNING

Catalog Planning Co. 101 W. 55th St., N.Y. 19, N.Y. (PL 7-1967)
George F. McKiernan & Co. 1066 W. Van Buren St., Chi. 7, Ill. (TA 9-2424)

CHRISTMAS STATIONERY

The Newbern Company 207 W. Main St., Arlington, Texas (AR 5-2207)

CO-OP CARD — COUPON MAILINGS

Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)

COPYWRITERS (Free Lance)

Leo P. Bolt, Jr. 64 E. Jackson Blvd., Chi. 4, Ill. (HA 7-9187)

Edward W. Ossann 175-35 88th Ave., Jamaica 32, N.Y. (RE 9-2244)

Orville E. Reed 106 N. State St., Howell, Mich. (Tel: 651)

Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)

Alfred Stern 2 West 46th St., N.Y. 36, N.Y. (JU 6-4562)

Franklin C. Wertheim 179-15 Jamaica Ave., Jamaica 32, N.Y. (AX 7-1200)

John Yeargain 442 East 20th St., N.Y. 9, N.Y. (OR 7-4533)

DIRECT MAIL AGENCIES

American Mail Adv., Inc. 610 Newbury St., Boston 15, Mass. (CO 6-7540)

Homer J. Buckley 108 N. State St., Chi. 2, Ill. (ST 2-5336)

The Buckley Organization Lincoln-Liberty Bldg., Phila. 2, Pa. (RI 6-0180)

Chase & Richardson, Inc. 9 E. 45th St., N.Y.C. 17 (MU 2-8285)

Dickie-Raymond, Inc. 470 Atlantic Ave., Boston 10, Mass. (HA 6-3360)

Dickie-Raymond, Inc. 225 Park Ave., N.Y. 17, N.Y. (MU 4-3610)

Direct Mail Services 175 Luckie St. N.W., Atlanta 3, Ga. (TCY 339)

Duffy & Assoc., Inc. 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7852)

General Office Service, Inc. 527 6th St., N.W., Washington 1, D.C. (NA 8-5348)

Frederick E. Gymer 2125 E. 9th St., Cleveland 15, Ohio (SU 1-4220)

Harrison Services, Inc. 341 Madison Ave., N.Y. 17, N.Y. (MU 9-1630)

Hickey Murphy Div. of James Gray, Inc. 216 E. 45 St., N.Y.C. 17 (MU 2-9005)

Proper Print, Inc. 129 Lafayette St., N.Y. 13, N.Y. (CA 6-4757)

R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-9470)

Reply-O Products Co. 7 Central Park W., N.Y. 23, N.Y. (CI 5-8118)

Sales Letters, Inc. 148 W. 23rd St., N.Y. 11, N.Y. (WA 9-6028)

Sande Rocke & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

The Smith Company 67 Beale St., San Francisco, Cal. (SU 1-6564)

John A. Smith & Staff 11 Beacon St., Boston 8, Mass. (LA 3-6545)

DIRECT MAIL CONSULTANT

Lawrence Lewis & Assoc. 175 5th Ave., N.Y. 10, N.Y. (OR 7-6868)

DIRECT MAIL EQUIPMENT

American Auto Typewriter Co. 2323 N. Pulaski Rd., Chicago 39, Ill. (EV 5151)

B. H. Bunn Co. 7605 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4455)

Corbin Wood Products 1000 N. Paulina St., Chicago 10, Ill. (EV 5151)

Evans Specialty Co., Inc. 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)

Felins Tying Machine Co. 1700 N. 26th St., Milwaukee 16, Wis. (HI 5-7131)

Inserting & Mailing Machines Co. 1700 N. 26th St., Milwaukee 16, Wis. (HI 5-7131)

National Bundle Tyer Co. 1700 N. 26th St., Milwaukee 16, Wis. (HI 5-7131)

Scriptomatic, Inc. 310 N. 11th St., Phila. 7, Pa. (WA 2-4213)

Seal-O-Matic Machine Mfg. Co. 1700 N. 26th St., Milwaukee 16, Wis. (HI 5-7131)

So. Hackensack, N.J. (HU 7-1490)

DIRECT MAIL SUPPLIES

Fragrance Process Co. 73 Sullivan St., N.Y. 12, N.Y. (MO 3-1582)

ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Mach. Co., Inc. 64 W. 23 St., N.Y.C. 10 (OR 5-3240)

Clear Cut Duplicating Co. 149 Broadway, N.Y. 6, N.Y. (WO 4-4457)

Creative Mailing Service 460 N. Main St., Freeport, N.Y. (FR 8-4830)

Elliott Addressing Mach. Co. 117 Leonard St., N.Y. 13 (WA 5-1371)

ENVELOPES

American Envelope Mfg. Corp. 60 Beckman St., N.Y. 38, N.Y. (CA 6-7152)

The American Paper Products Co. 1700 N. Paulina St., Chicago 10, Ill. (EV 5-4240)

Atlanta Envelope Co. 1700 Northside Dr., Atlanta 1, Ga. (EL 3686)

Berlin & Jones Co., Inc. 601 W. 26th St., N.Y. 1, N.Y. (CA 4-4400)

The Boston Envelope Co. 397 High St., Dedham, Mass. (FA 5-6700)

The Century Envelope Co. 501 Park Ave., Minneapolis 15, Minn. (GE 3663)

The Clasp Envelope Co., Inc. 98 Bleeker St., N.Y. 12, N.Y. (SP 7-0351)

Columbia Envelope Co. 2015 N. Hawthorne, Melrose Park, Ill. (ES 8-6214)

Samuel Cupples Envelope Co. 360 Furman St., Brooklyn 2, N.Y. (TR 5-6285)

Cupples-Hesse Corp. 4175 N. Kinghighway, St. Louis 15, Mo. (EV 3720)

Curtiss 1000 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)

Detroit Tullar Envelope Co. 2139 Howard St., Detroit 16, Mich. (TA 5-2700)

Garden City Envelope Co. 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)

Gaw-O'Hara Envelope Co. 500 N. Sacramento Blvd., Chi. 12, Ill. (NE 8-1200)

The Gray Envelope Mfg. Co. 55-33rd St., Brooklyn 32, N.Y. (ST 8-2900)

RECO Envelope Co. 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)

Rochester Envelope Co. 72 Clarissa St., Rochester 14, N.Y. (HA 2404)

The Standard Envelope Co. 1600 E. 30th St., Cleveland 14, O. (PR 1-3960)

Tension Envelope Corp. 19th & Campbell Sts., Kansas City 8, Mo. (HA 0092)

Tension Envelope Corp. 522 Fifth Ave., N.Y. 36, N.Y. (CA 2-4644)

Transo Envelope Co. 3542 N. Kimball Ave., Chicago 18, Ill. (IR 8-6914)

Transo Envelope Co. 22 Monitor St., Jersey City, N.J. (HE 4-1587)

United States Envelope Co. 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)

The Wolf Envelope Co. 217 Broadway, N.Y. 1, N.Y. (BA 7-5700)

Wolf Detroit Envelope Co. 14708 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1000 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)

Du-Plex Envelope Corp. 3026 Franklin Blvd., Chi. 12, Ill. (NE 8-1200)

Garden City Envelope Co. 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)

The Sawdon Co. 480 Lexington Ave., N.Y. 17, N.Y. (PL 5-2516)

Tension Envelope Co. 19th & Campbell Sts., Kansas City 8, Mo. (HA 0092)

FOREIGN MAILINGS

Sande Rocke & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

FOREIGN POSTAGE

Foreign Postage Service 6 Lahey St., New Hyde Park, N.Y. (FL 2-2915)

FUND RAISING

William M. Proft Associates 27 Washington Pl., E. Orange, N.J. (OR 3-2333)

HOUSE ORGANS (SYNDICATED)

Susser Letter Service 70-01 Queens Blvd., Woodside 77, N.Y. (NE 9-7500)

IMPRINTERS — SALES LITERATURE

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)

L. P. MacAdams Co. 301 John St., Bridgeport 3, Conn. (ED 4-2167)

INSERTING SERVICE — AUTOMATIC MACHINE

Bonded-Nationwide 97 McDonald Ave., Brooklyn 30, N.Y. (UL 3-1143)

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)

INVISIBLE INK POSTCARDS

Morley W. Jennings 1 East Orange, N.J. (OR 4-8308)

LABEL PASTERS

Potdevin Machine Co. 200 North St., Teterboro, N.J. (HA 8-1941)

LABELS

Dennison Mfg. Co. 150 Franklin St., Framingham, Mass. (TR 3-3511)

Penny Label Co. 9 Murray St., N.Y. 7, N.Y. (BA 7-7771)

Tompkins Label Co. 1518 Walnut St., Philadelphia 2, Pa. (PE 5-9999)

LETTER GADGETS

Hewig Co. 45 W. 45th St., N.Y. 19, N.Y. (JU 2-2186)

A. August Tiger 545 Fifth Ave., N.Y. 17, N.Y. (MU 5-9552)

LETTERHEADS

Brunner Printing Co., Inc. 190 Jefferson Ave., Memphis, Tenn. (Tel: 8-5126)

Harper Engraving & Printing Co. 283 E. Spring, Columbus 15, O. (AD 5057)

R. O. H. Hill Inc. 270 R. Lafayette St., N.Y. 12, N.Y. (CA 6-3340)

Peerless Lithographing Co. 4313 Diversify Ave., Chi. 39, Ill. (SP 2-7000)

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Associates Inc. 1627 Penn Ave., Pittsburgh 22, Pa. (AT 1-6144)

Advertisers Mailing Serv., Inc. 45 W. 18th St., N.Y. 11, N.Y. (AL 5-4500)

Advertising Letter Service 2930 Jefferson East, Detroit 7, Mich. (LO 7-9535)

Ahrend Associates, Inc. 254 W. 54th St., N.Y. 19, N.Y. (JU 6-2547)

Atlas Letter Service 524 S. Spring St., Los Angeles 13, Cal. (VA 2502)

Benari Mail Sales Serv., Inc. 228 E. 45th St., N.Y. 17, N.Y. (MU 7-8810)

Cardinal Direct Mail Corp. 2 Broadway, N.Y. 4, N.Y. (WH 4-3722)

Century Letter Co., Inc. 48 E. 21st St., N.Y. 10, N.Y. (AL 4-8301)

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)

Mary Ellen Clancy Co. 250 Park Ave., N.Y. 11, N.Y. (PL 9-1520)

Cleveland Letter Serv., Inc. 740 W. Superior, Cleveland 13, O. (SU 1-8300)

Connelly Organization, Inc. 1010 Arch St., Phila. 7, Pa. (MA 7-8133)

Elite Letter Co., Inc. 11 W. 32nd St., N.Y. 1, N.Y. (PE 6-1462)

Fulfillment Corp. of America 381 W. Center St., Marion, O. (Tel: 2-1187)
 General Office Serv. Inc. 527 6th St., N. W. Washington 1, D. C. (NA 8-5348)
 Inserting & Mailing Corp. 2 Broadway, N. Y. 4, N. Y. (WH 4-3722)
 Krupp's Adv. Mailing Serv. 228 S. Los Angeles St., L. A. 12, Cal. (MI 8753)
 The Letter Shop 67 Beale St., San Francisco, Cal. (SU 1-6564)
 Lincoln Letter Service Co. 326 Broadway, N. Y. 7, N. Y. (BA 7-5770)
 Mailways 200 Adelaide St., W., Toronto, Ont., Canada (WA 1808)
 Premier Printing & Letter Serv. 620 Texas Ave., Houston 2, Tex. (PR 4145)
 Roskam Advertising (Mail Orders) 6 W. 10th, Kansas City, Mo. (HA 6469)
 The Rylander Co. 216 W. Jackson Blvd., Chi. 6, Ill. (FR 2-5953)
 The St. John Assoc., Inc. 75 W. 45th St., N. Y. 16, N. Y. (JU 2-3344)
 Union County Business Bureau Westfield, N. J. (WE 2-5614)
 Woodington Mail Advertising Serv. 1304 Arch St., Phila. 7, Pa. (RI 6-1840)

MAILING LISTS — BROKERS

- *Archer Mailing List Serv. 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
- *George R. Bryant Co. 595 Madison Ave., N. Y. 1, N. Y. (MU 8-2651)
- *George R. Bryant Co. 75 E. Wacker Dr., Chi. 1, Ill. (ST 2-3886)
- The Coolidge Co. 6 East 23rd St., N.Y.C. 10 (AF 4-7480)
- Dependable Mailing List, Inc. 381 4th Ave., N.Y.C. 16 (MU 4-4991)
- Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)
- Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
- *Guild Co. 160 Engle St., Englewood, N. J. (BR 9-0461)
- Lewis Kleid Co. 25 W. 45th St., N. Y. 36, N. Y. (JU 2-0830)
- *Willa Madden, Inc. 215 4th Ave., N. Y. 3, N. Y. (OR 7-4747)
- *Mostly Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3380)
- *Names Unlimited, Inc. 352 4th Ave., N. Y. 10, N. Y. (MU 6-2454)
- *D. L. Newkirk Co. 136 W. 52nd St., N.Y.C. 19 (CO 5-8616)
- Planned Circulation 19 West 44th St., N. Y. 16, N. Y. (WA 7-4158)
- Roskam Advertising (Mail Order) 1430 Grand Kansas City 6, Mo. (HA 6469)
- Sanford Evans & Co., Ltd. 165 McDermott Ave., Winnipeg 1, Canada (92-2151)
- William Stroh, Jr. 568-570 54th St., West New York, N. J. (UN 4-4800)
- *James E. True Assoc. 419 4th Ave., N. Y. 16, N. Y. (MU 9-0050)
- *G. H. Youngren 1209 Sheffield Dr., Glendale 5, Calif. (CI 1-9218)

* Members — National Council of Mailing List Brokers

MAILING LIST — COMPILERS & OWNERS

- Active Equipment Supply 47-31 35 St., Long Island City 1, N. Y. (RA 9-9030)
- Albert Mailing Lists 120 Liberty St., N. Y. 6, N. Y. (RE 2-7573)
- Associated Advertising Serv. 613 Willow St., Port Huron, Mich. (Tel: 7773)
- Bodine's of Baltimore 444 E. Belvedere Ave., Baltimore 12, Md. (ID 5-8900)
- Bookbuyers Lists 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)
- Boyd's City Dispatch 120 E. 23rd St., N. Y. 10, N. Y. (GR 5-4600)
- Buckley Dement 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)
- Catholic Laity Bureau 45 West 45th St., N. Y. 36, N. Y. (CO 5-4490)
- Creative Mailing Service 460 N. Main St., Freeport, N. Y. (FR 4-8630)
- Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)
- Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
- Drumcliff Advertising Service Hillen Rd., Towson 4, Md. (VA 3-7290)
- Dunhill International List Co., Inc. 565 Fifth Ave., N.Y.C. 17 (PL 3-0833)
- Eli Kogos Webster, Mass. (WE 2780)
- E-Z Addressing Serv. 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)
- Fritz S. Hotheimer 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)
- Industrial List Bureau Webster, Mass. (WE 2780)
- Indus. Machinery News 16142 Wyoming Ave., Detroit 21, Mich. (DI 1-2658)
- The Walter S. Kraus Co. 48-01 42nd St., Long Island City 4, N. Y. (ST 4-5922)
- Jewish Statistical Bureau 320 Broadway, N. Y. 7, N. Y. (BE 3-4239)
- Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-3169)
- Montgomery Engineering Co. 8500 - 12th St., Detroit 12, Mich. (TR 4-0929)
- Official Catholic Directory 12 Barclay St., N. Y. 8, N. Y. (BA 7-2900)
- Palmer Lists 2432 Grand Concourse, N.Y.C. 58 (SE 3-2446)
- W. S. Ponton, Inc. 50 East 42nd Street, N. Y. 1, N. Y. (MU 7-5311)
- R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-9470)
- Select List Co. (SW Prod.) 4238 Wilshire Blvd., Los Angeles 48, Cal. (WE 39168)
- William Stroh, Jr. 568-570 54th St., West New York, N. J. (UN 4-4800)
- Zeller and Letica, Inc. 15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

MAIL ORDER AGENCIES

Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)

MAIL ORDER CONSULTANT

Whitt Northmore Schultz 1115 Old Elm Lane, Glencoe, Ill. (GL 2493)

MATCHED STATIONERY

Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 0092)

MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

MY MAIL ORDER DAY

(Continued from page 39)

When the publisher starts reading some of his Business Manager's outgoing mail, he will discover why his adv. income is slipping . . . and said "manager" will be out on his ear job hunting.

Well, this was bound to happen sooner or later. One of these magazines that offer to print publicity for a "nominal" production cost is now offering "standard agency commissions" for this "no charge" space. If I catch any of my fine feathered friends in the agency line taking "commissions" for selling this "free

space", I'll nail them to the mast-head of this column—libel suits or no libel suits. Any agency that doesn't steer their clients clear of these "deals" ought to take up some other way of making a living.

Letter in the box starts as follows:

"I know a secret! A Little Bird Told Me You'd Love Companion in Your Home! Just between us, this "little bird" is our COMPANION research man. And for days he has been singing with the news that you belong to a select group of women for whom COMPANION is edited."

Now girls, please inform your subscription manager that when a letter is clearly addressed to *MR.* that it is a little hard for the fellow receiv-

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 19 S. Wells St., Chi. 6, Ill. (ST 7800)
 Mack Type Co., Inc. 55 Fulton St., N.Y.C. 7 (BE 3-1487)

MULTILITH & MULTIGRAPH MACHINES

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

PACKAGING

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)
 Pack-It (also Mail-It) 7 Brown St., Newark 5, N. J. (MI 2-7575)

PAPER MANUFACTURERS

Appleton Coated Paper Co. 1250 N. Meade St., Appleton, Wis. (41454)

Eastern Corporation 200 Franklin St., Bangor, Maine (Tel: 8221)

W. C. Hamilton & Sons 1415 Locust St., Mifflin, Pa. (IV 3-3140)

Hammill Paper Co. 1000 Franklin St., Erie, Pa. (TR 2-7500)

The Mead Corp. 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)

Miller Falls Paper Co. 819 Public Ledger Bldg., Phila. 6, Pa. (WA 2-5441)

Mohawk Paper Co. 1000 Franklin St., Millers Falls, Mass. (TEL 9-3331)

Neenah Paper Co. 1000 Franklin St., Neenah, Wis. (Tel: 2-1521)

Nekoosa-Edwards Paper Co. 1000 Franklin St., Port Edwards, Wis. (Tel: 3-3111)

Penninsular Paper Co. 1000 Franklin St., Tipton, Mich. (Tel: 621)

Rex Paper Co. 1000 Franklin St., Kalamazoo 99, Mich. (Tel: 2-0151)

Rising Paper Co. 1000 Franklin St., Housatonic, Mass. (HO 47)

PARCEL POST MAILING BOXES

Corrugated Paper Products Co. 2235 Utica Ave., Brooklyn 34, N. Y. (ES 7-6112)

PERSONALIZED GIANT GRAMS

Sande Rocke & Co., Inc. 97 7th Ave., N.Y.C. 11 (WA 4-1551)

PHOTO ENGRAVERS

Horen Engraving Co., Inc. 44 W. 28th St., New York 1, N. Y. (MU 9-8585)

Nassau Photo Engrav. Co. 254 W. 31st St., N. Y. C. (PE 6-0817)

PHOTOS IN QUANTITY

Mulon Studio 1000 Franklin St., Bridgeport 1, Conn. (Tel: 5-3077)

PHOTO REPORTING

Sickles Photo-Reporting Serv. 38 Park Pl., Newark, N. J. (MA 2-3966)

POSTAL INFORMATION

Postal Digest Co. 66 W. Merrick Rd., Valley Stream, N. Y. (VA 5-0309)

POST CARDS

The Carr Organization 1319 N. 3rd St., Milwaukee 12, Wis. (BR 6-4246)

PRINTERS — LETTERPRESS

The Davenport Press, Inc. 1 Main St., Mineola, N. Y. (PI 6-4050)

George F. McKiernan & Co. 1056 W. Van Buren, Chi. 7, Ill. (TA 9-2424)

PRINTING — OFFSET LITHOGRAPHY

Ardlee Service, Inc. 28 W. 23rd St., N. Y. 10, N. Y. (OR 5-0300)

H. S. Crocker Co. 1000 Franklin St., San Bruno, California (SA 2-7000)

Peerless Lithographing Co. 4313 Diversey, Chi. 39, Ill. (SP 2-7000)

Sande Rocke & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PRINTERS — LETTERPRESS & LITHOGRAPHY

Paradise Printers 1 Paradise, Pa. (ST 5-131)

Printcraft Press, Inc. 229 W. 28th St., N. Y. 1, N. Y. (LO 4-7430)

PUBLIC RELATIONS CONSULTANT

Whitt Northmore Schultz 1115 Old Elm Lane, Glencoe, Ill. (GL 2493)

SALES PROMOTION COUNSEL

Martin Ad Agency (Mail Order) 15 PB E 40, N. Y. C. 16 (LE 2-4751)

SEASONAL STATIONERY

Arthur Thompson & Co. 109 Market Pl., Baltimore 2, Md. (PL 2-4806)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates, Inc. 226 West 56th St., N.Y.C. 19 (JU 6-3530)

Globe Mail Agency, Inc. 148 W. 23rd St., N.Y.C. 11 (OR 5-4600)

Globe Organization, Inc. 480 Lexington Ave., N. Y. 17, N. Y. (PL 3-7938)

SYNDICATED HOUSE MAGAZINES

The William Feather Co. 812 Huron Rd., Cleveland 15, O. (MA 1-6450)

TRADE ASSOCIATIONS

Advertising Trades Institute, Inc. 270 Park Ave., N.Y.C. 17 (MU 8-0091)

Direct Mail Advertising Assn. 381 4th Ave., N. Y. 16, N. Y. (MU 3-1682)

Mail Adv. Service Assn. 18120 James Couzen, Detroit 35, Mich. (UN 4-3545)

VARIETY EQUIPMENT

Zenith Typewriter & Adding Mach. Co. 34 E. 22nd St., N. Y. C. 10 (SP 7-4930)

VARIYPERS AND TYPE FONTS

The Adamm Co. 656 Broadway, N. Y. 12, N. Y. (AL 4-3230)

ing it to "belong to a select group of women."

* * *

Offer in the mail, sent to all Mail Order Houses, is addressed: "At: Davy Crockett Dept. Buyer." Oh well, as I have always claimed, it is just as good, or better, to address a man by his title rather than his name. Men may come and men may go but vice-presidents in charge of Ecdysiasts go on forever. I can see the next issue of Standard and Poors' listings: Chairman of The Board, President, Vice-Pres., and right underneat—"Head of The Davy Crockett Division."

Short Notes CONTINUED

(Continued from page 15)

is . . . "a letterwriting guide for invaluable secretaries who want to be more so." The whole idea is handled in a light fashion but with serious undertones. Includes a collection of typical letters for various purposes and also formats for typing better appearing letters (styled by permission from **The Reporter**). If you want to see a sample of this valuable little booklet, write to Ralph Curtis at K-C, 28 S. E. Riverside Drive, Evansville 8, Indiana.



□ **FERD NAUHEIM**, Woodward Building, Washington 5, D. C., is writing a book for Prentice-Hall on **How to Reply to Letters of Inquiry**. Ferd thinks **The Reporter** ought to have a lot of good samples on file . . . but we do not maintain a library. So this item is printed to stimulate some new material for Ferd. If any of our readers think their inquiry answering system is perfect or good . . . send your comments and examples along to Ferd.



□ **A LONG DELAYED NIXIE**: Gerry Kenney, sales manager of Motor Book Department, 250 W. 55th St., New York 19, N. Y., sent us a nixie example which takes the cake for some sort of record. On June 20, 1955, he received an envelope which was part of a mailing made in March of 1951. It was returned from the office of receipt with a nixie record dated June 3, 1955. No one seems to be able to explain what happened to the envelope during the nearly four intervening years. Perhaps it slipped back of a desk in the local Post Office and was found during spring cleaning.



□ **SPEAKING OF NIXIES**, Ralph (Buddy) Mayo, who appears on our cover, gave this reporter an interesting tip during a recent conversation. The postmasters know that mailers, such as Ed Walker of Kozak, are worried about nixies which really are not nixies. Buddy thinks part of the trouble is that some people, in giving the Post Office a change of address, specify that first class mail is to be forwarded but second and third class eliminated.



DMAA Director Joe McGee, Jr., executive vice president, Old American Life Insurance Co., Kansas City, Missouri, talking to the "students" at the University of Illinois.

□ **THE FIRST POSTGRADUATE** direct mail course, held at the University of Illinois in Urbana the week of June 19, was a huge success . . . judging by the mixed reactions of the 52 professional "students." Depending on the individual inclinations of those attending . . . some thought parts of the course were too technical, while others had just the opposite opinion. All were agreed that the course marked a big

step forward and raised the stature of direct mail. Bob Seymour of the University deserves much credit for making this first noble experiment and we hope it will be repeated next year. This reporter enjoyed participating in it . . . particularly the opportunity to pal around with Andy Andersen, Jack Maguire, Francis Weeks, Bill Butterfield and some of the other letterwriting crusaders at the University.

Therefore, many local Post Offices mail return Form 3547 without giving the new address. Buddy further suggests that mailers should consider the possibility of having a form letter prepared which would be sent, by first class mail, to all nixies after receipt of Form 3547. In that way some of the non-nixies could be recovered.



□ **MANY PEOPLE** called our attention to an article in the June 24 issue of **Printers' Ink** . . . reporting on a survey among 15 top purchasing agents. It showed that "87% of their mail is probably ignored." We were just on the point of writing a stinging rebuttal when Bus Reed's copy for August arrived. He said it much better . . . so be sure to see page 34.



□ **HOPE YOU ALL** saw the article on page 66 of the July 22 issue of **Colliers**. "Making Money by Mail," written by Robert Froman, is worth reading. Most magazine articles about

mail order are inclined to poke fun at this type of business . . . pointing out most of the shady spots. But this article is a serious attempt to explain the successes. There is quite a lot about our friend, Dave Margulies. Be sure to read it.



□ **SORRY** we didn't mention it in the July issue . . . but the cover picture of Virginia Parsons was made especially for **The Reporter** by Fabian Bachrach, world famous photographer at 54 E. 52 St., New York 22, N. Y.



□ **DURING SECOND WEEK OF AUGUST** this reporter will be billeted at the Statler Hotel in Los Angeles, Calif. Attending the 34th annual convention of the Mail Advertising Service Assn. Intl. and the first all-Western DMAA-sponsored Direct Mail Conference. Will get back to Garden City in time to write a California report and put our September DMAA convention issue to bed.

*Your work
is
as good as
your bond...*



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